

The Effect of Animosity and Ethnocentrism and Cosmopolitanism to Willingness to Buy Through Product Judgment on Korean Drama Viewer in Samarinda

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Abstract. This study aims to analyze the effect of animosity and cosmopolitanism and ethnocentrism on a willingness to buy through product judgment on Korean Drama viewers in Samarinda City. This study uses qualitative data and a quantitative path analysis approach that is processed with statistical software SPSS version 23.0 and Structural Equation Model (SEM) with AMOS version 5.0. The sample was set as many as 142 respondents and was screened to 105 respondents. The sample is distributed using the Cross-Sectional Sampling method by involving different groups of people in the variable but having the same characteristics involve socioeconomic status, educational background, and ethnicity. The measurement scale uses a Likert scale of 1-5.

To prove the hypotheses there are several test consist of the validity and reliability test, the estimation test and structural fittest model. The results showed that animosity and cosmopolitanism had a significant impact on product judgment but ethnocentrism did not have a significant impact on product judgment and the high level of cosmopolitanism did not make a significant relationship with willingness to buy.

Keywords: Animosity, Cosmopolitanism, Ethnocentrism, Product Judgment, Willingness To Buy

I. INTRODUCTION

Willingness to buy is the initial attitude shown by consumers before making a purchase; this is consistent with Fishbein and Ajzen's (1975) theory of planned behavior. While interest is one psychological aspect that has a considerable influence on attitudes. Buying intention is a psychological activity that arises because of the feeling (affective) and mind (cognitive) of an item or service that is desired. Willingness to buy can be interpreted as a happy attitude towards an object that makes the individual try to get the object by paying it with money or sacrifice. This confirms that individuals typically have to go through sequential stages from cognitive, affective, conative (behavior) first to take action as the results of previous studies by Fishbein & Ajzen (1975); Mowen (1995).

II. LITERATURE REVIEW

Consumer purchasing decisions are influenced by cognitive, affective and conative aspects. This is supported by previous research by [11], [23], [13]. This researcher mentions that beliefs about goods and services (cognition stage) are usually formulated before the formation of an attitude (affective stage) and then directly affect the feeling, which leads to buying intention (conative stage), which indicates the behavior that will be done. Consumers build trust in products through processing information from a variety of sources, including exposure to products, advertisements, mouth communication - mouthfuls, and the possibility through direct experience of the product itself [20].

Regarding the attitudes and purchasing decisions of foreign products, it is denied that there is an assumption for consumers with high

nationalism to have a higher sense of ownership of domestic products. Some people think that foreign products are more favorite than domestic products as explained by [8], [10]; and [1] found that the variables that affect a person's willingness specifically in an international context are Ethnocentrism, Animosity, Cosmopolitanism, COO (Country Of Origin), State Image, and (COI) Country Image. In the flow of foreign goods in most world markets, the factor that influences the purchase intention on foreign goods is Willingness to Buy. Where in the past studies have identified determinants that influence the purchase intention of foreign products [1], [4], [7], [9], [22]

The research focuses on analyzing and proving whether or not there is a variable influence of Animosity, Ethnocentrism, and Cosmopolitanism on the Willness to buy through product judgment on the Korean drama audience in Samarinda. Korean Drama is one of the successful breeding results of globalization where the faster the world communication network becomes one of the reasons for the booming of impressions and is able to penetrate various obstacles to cultural differences, habits, preferences that exist throughout the world including Indonesia.

In Indonesia, the acceptance of Korean Drama by the public then gave rise to a new passion for things from South Korea, including male bands such as "Super Junior, TVXQ, BTS, etc." This started with the singer "RAIN" acting in drama Full House which is broadcast daily on Indosiar television station. Since then, fans of K-pop and drama are very common in Indonesia and are no exception in Samarinda. The dramas that were chosen by Korean drama lovers in Indonesia were Goblin (30.04 percent), 1988 (14.83 percent), and Descendants of the Sun (14.07 percent) from the results of 2016 the Tirto Tim survey.

Variable Animosity arises from the proliferation of trade in the era of globalization; it is found that the sensitivity of consumer attitudes related to products/services originating from certain countries. Antipathy towards certain countries raises an idea to examine the effects of the variable animosity on the purchase of foreign products. The results showed a negative influence due to the antipathy that was happening. Antipathy arises because certain problems cause hatred or dislike of certain ethnicities or countries according to [10] reinforced by [10].

Cosmopolitanism is a revival of the nation's status of nationalization, and globalization makes a "group of citizens of the world" or cosmopolitan [2]. Ethnocentrism reflects the desire to protect the domestic economy; this can reduce the assessment of the quality of foreign products. Keep in mind, the impact of consumers on Ethnocentrism and Animosity on Willingness to Buy is different [10]. Where Ethnocentrism tends to avoid foreign products from all countries.

Product judgment variables are prejudices against Korean Drama, where Korean Drama brings culture and other things that can change an individual and have strong economic power in Indonesia as well as the war between South and North Korea. This prejudice occurs because and arises when the products produced in certain countries have economic issues or political conflicts so that the audience's suspicion in evaluating the product. The origin and for what the product is made will infer questions for consumers.

The relationship between Cosmopolitanism and Product Judgment is supported by previous research that was used as a reference in this study. It was found that Cosmopolitanism had a significant effect on Product

Judgment. These results were obtained based on the results of research conducted by [2] with the title "Cosmopolitanism, consumer ethnocentrism, and materialism: eight country study of antecedents and outcomes" and research conducted by [15]. Between Cosmopolitanism and Willingness To Buy is supported by previous research by [2] entitled "Cosmopolitanism, consumer ethnocentrism, and materialism: eight country studies of antecedents and outcomes", [2] and research conducted [15] and [16] and also [17] concluded that Cosmopolitanism had no significant effect on Willingness To Buy.

The relationship between Animosity and Product Judgment is supported by previous studies, namely [10] with the title "The animosity model of foreign product purchase: An empirical test in the People's Republic of China" and [12] that Animosity has a negative effect not significant on Product Judgment. The relationship between Animosity to Willingness to Buy refers to previous research, namely [10], [19] and [22] with the result that Animosity has a significant negative effect on Willingness To Buy. This is the reference of the researcher to use the Animosity variable.

The relationship between Ethnocentrism and Product judgment is supported by previous research, namely [10] with the title The animosity model of foreign product purchase: An empirical test in the People's Republic of China and research conducted by [18] found that Ethnocentrism had a significant negative effect on Product Judgment. The theory of the relationship between variables Ethnocentrism on Willingness To Buy according to researcher [10], [14] that Ethnocentrism has a significant effect on Willingness To Buy. While the research conducted by [21] and [5] concluded that Ethnocentrism had no significant effect on Willingness to Buy.

The theory of the relationship between Product Judgment variables on Willingness to Buy has been tested by [12] with the result that Product Judgment has no significant effect on Willingness to Buy. While [10], [5] obtained results that Product Judgment has a significant effect on Willingness to Buy.

The hypotheses of this research are:

- H1: Animosity has a significant negative effect on Product Judgment in the "Korean Drama" audience in Samarinda City
- H2: Cosmopolitanism has a significant effect on Product Judgment on watching "Korean Drama" in Samarinda City
- H3: Ethnocentrism has a significant negative effect on Product Judgment on watching "Korean Drama" in Samarinda City
- H4: It is suspected that Animosity has a significant negative effect on the Willingness to Buypant watching "Korean Drama" in Samarinda City
- H5: Cosmopolitanism has a significant effect on Willingness to Buypada in the "Korean Drama" leader in Samarinda City
- H6: Ethnocentrism has a significant negative effect on Willingness to Women watching "Korean Drama" in Samarinda City
- H7: Product Judgment has a significant negative effect on the Willingness to Women watching "Korean Drama" in Samarinda City

III. RESEARCH METHOD

This research type of qualitative data and uses a quantitative approach designed with a scale of 1-5 scale Likert and distributed by cross sectional sampling to 142 respondents who have been sorted into 105 respondents. Characteristics of respondents involve the use of different groups of people in variables that are meticulously but have the same characteristics, such as socioeconomic status, educational background, and ethnicity. The research method used is path analysis which is processed with SPSS version 23.0 and Structural Equation Model (SEM) software, AMOS version 5.0. SPSS software is used to test data normality, linearity, presence or absence of multicollenierity between variables, validity and reliability of instruments used to represent variables. AMOS software is used to perform goodness & fit tests on the variables used and to test whether there is correlation or influence between variables directly or indirectly.

This study uses three exogenous variables namely Animosity abbreviated as ANI and notated with X1, Cosmopolitism abbreviated as COS and notated as X2, Ethnocentrism abbreviated as ETH and notated as X3, and one variable intervening Product Judgment abbreviated PJ and denoted by Y1, and one endogenous variable Willingness to Buy is shortened to WTB and denoted as Y2. The total indicator used is 21 indicators with the research model as illustrated in Figure 1.

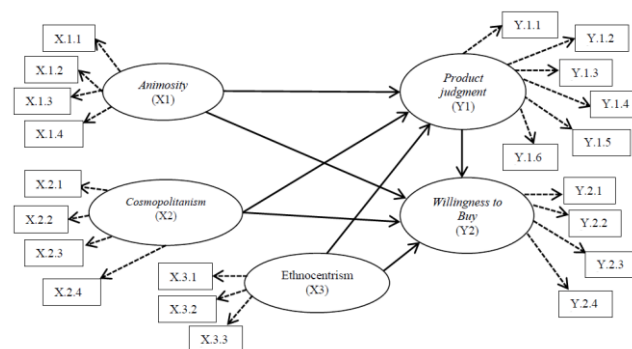


Figure 1. Research Model

IV. RESULT AND DISCUSSION

Test results Validity and reliability of 30 respondent samples showed valid and reliable results because they have Cronbach Alpha > r table values on Indicator animosity (X1) namely Patriotism (X1.1), Economic issue (X1.2), War issue (X1.3), do not like (X1.4) with Cronbach's alpha value of 0.681. Cosmopolitanism's variable indicator is curiosity (X2.1), tolerance (X2.2), Open Minded (X2.3) with Cronbach's alpha value of 0.610. Ethnocentrism variable indicator, namely First (X3.1), Work (X3.2), Necessary (X3.3) with Cronbach's alpha value of 0.540. Indicator variable product judgment namely quality (Y1.1), Process (Y1.2), Technology (Y1.3), Design (Y1.4), Reliable (Y1.5), and Value (Y1.6) with Cronbach's alpha value is 0.80. Indicator variable willingness to buy, namely buying attitude (Y2.1), Buying behavior (Y2.2), Owning or Using (Y2.3), and Preference (Y2.4) with Cronbach's alpha value of 0.784. These results indicate that the indicators used to represent each variable are exogenous, intervening and endogenously valid and can be trusted to be used as a proxy for the variables used.

The test results of normality data with normal probability plots as shown in Figure 2 shows the points of data distribution following the diagonal line on the graph, it can be concluded that the data follows a normal distribution pattern

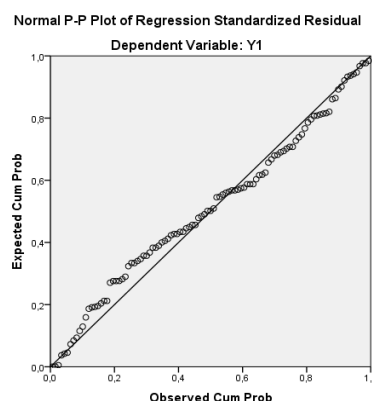


Figure 2. Plots Diagram

Linearity assumption test, the results show that all variable relationships are declared linear. Whether from animosity to product judgment, cosmopolitanism to product judgment, ethnocentrism to product judgment, animosity to willingness to buy, cosmopolitanism to willingness to buy, ethnocentrism to willingness to buy, to product judgment to willingness to buy. All showed a linear relationship with p-value < 0.05, except for the variable ethnocentrism (X3) to product judgment (Y1). Multicollinearity test on exogenous variables Animosity, Cosmopolitanism, Ethnocentrism shows that there is no multicollinearity between exogenous variables because the VIF value (variance inflation factor) is smaller than 5. It means that the data used meets the classical assumptions test in data processing using statistics descriptive parametric, so the hypothesis test can be continued.

While the results of the goodness & fit of the nine criteria 7 include good fit and 2 other criteria marginal fit. Details of the results of the goodness fit test as shown in Table 1.

Table 1. Goodness Of Fit Test for Overall Model

Criteria	Cut-of Value	Result of Model	Annotation
Chi Square	Kecil	212,627	Good Fit
Significance Probability	≥ 0.05	0.060	Good Fit
GFI	≥ 0.90	0.843	Marginal Fit
AGFI	≥ 0.90	0.800	Marginal Fit
RMR	≤ 0.10	0.060	Good Fit
CMIN/DF	≤ 2.00	1.168	Good Fit
TLI	≥ 0.95	0.953	Good Fit
CFI	≥ 0.94	0.959	Good Fit
RMSEA	≤ 0.08	0.040	Good Fit

The goodness fit test indicates that three exogenous variables, one intervening variable and one endogenous variable used as a model in this study are suitable or appropriate.

Furthermore, the test results between Animosity (ANI) variables on Product Judgment (PJ) are negative significant, Cosmopolitanism (COS) on PJ has a significant effect, Ethnocentrism (ETH) on PJ has a significant insignificant negative effect, ANI on Willingness to buy (WTB) has a significant positive effect, ETH to WTB has negative significant, PJ to WTB has negative significant effect, COS to WTB has no significant effect. Details of the standardize path coefficient, Critical ratio value, the probability value as shown in Table 2.

Table 2. The Result of Hypothesis Test

Variable	Coefficient Path Standardized	C.R. (Critical Ratio)	Probability	Annotation Effect
ANI → PJ	-.174	-2,372	0.018	Negative Significant
COS → PJ	.214	2.788	0.005	Significant
ETH → PJ	-.271	-1,773	0.076	Negative Not Significant
ANI → WTB	.256	2.948	0.003	Significant
ETH → WTB	-.321	1.852	0.064	Negative Not Significant
PJ → WTB	-.150	-2.374	0.018	Negative Significant
COS → WTB	.190	.784	0.433	Not Significant

V. CONCLUSION

This study provides findings on the effect of exogenous variables on intervening variables and on endogenous variables on Korean Drama audience objects in Samarinda as follows:

Animosity has a significant negative effect on Product Judgment. The higher the Antipathy towards Korean Drama assessment will affect the Product Judgment Korean Drama audience to be worse.

Cosmopolitanism has a significant effect on Product Judgment. The higher the attitude of the Cosmopolitanism respondents, the better the Korean drama product. In the case of cosmopolitanism, the openness of mind from the orientation of the respondent goes beyond any particular culture.

Ethnocentrism has no significant negative effect on Product Judgment. Respondents consider that ethnocentrism which is a tendency towards favoritism in one's own culture is not an excuse to hold a product aside regardless of its origin or quality, of course because the majority of respondents are millennial whose patriotism is an indicator of faded and diminished Ethnocentrism.

Animosity has a significant effect on Willingness to Buy on Korean Drama audiences in the city of Samarinda. Animosity is actually very much related to the attitude of refusing to buy a desire which is the basic attitude of all contexts that encourage Willingness to Buy. In other words, the feeling of an individual's Animosity towards a country reduces Willingness to Buy Korean Drama regardless of product and quality.

Ethnocentrism has no significant negative effect on Willingness to Buy. So the effect of Ethnocentrism on Korean Drama audiences in Samarinda city does not affect the willingness to buy, which is due to positive product quality evaluations which reduce the adverse effects of the image of foreign products. This seems to make sense to the respondents that the researchers took, because the younger generation, especially women, have been seen as a foreign spectator specifically Korean Drama.

Product Judgment has a significant negative effect on Willingness to Buy. The great influence of strong perceptions of the quality and good image of Korean Drama is a strong link to achieve willingness to buy from consumers. Cosmopolitanism has no significant effect on Willingness to Buy. Cosmopolitanism is not a factor that influences a person's buying behavior. Cosmopolitanism is contextual depending on the characteristics of consumers and values, the type of product, its quality, availability and alternatives in the market, competitive environment, including the economy and political situation in a country.

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