

ABSTRAK

Penelitian ini menguji pengaruh cultural sensitivity dan consumer ethnocentrism terhadap purchase intention yang berdampak pada keputusan pembelian. Yang dimana terdapat masalah kurang nya memahami cultural sensitivity dan konsep consumer ethnocentrism pada keputusan pembelian. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh cultural sensitivity dan consumer ethnocentrism terhadap purchase intention yang berdampak pada keputusan pembelian. Metode yang di lakukan dalam penelitian ini adalah menggunakan program SmartPLS. Pengujian hipotesis dengan pendekatan PLS, dilakukan dengan dua tahap yaitu, pengujian outer model dan inner model. Uji outer model dilakukan untuk membuktikan validitas dan reliabilitas seluruh indikator pada masing-masing variabel. Uji inner model dilakukan untuk menguji pengaruh antar variabel sesuai hipotesis yang ditetapkan sebelumnya, kemudian dijelaskan secara deskriptif dan verifikatif. Hasil penelitian ini menunjukkan bahwa cultural sensitivity, consumer ethnocentrism dan purchase intention berpengaruh signifikan dan bersifat positif terhadap keputusan pembelian secara langsung dan tidak langsung (1) Pengaruh *Cultural Sensitivity* terhadap keputusan pembelian sebesar 13,9%, (2) Pengaruh *Consumer Ethnocentrism* terhadap keputusan pembelian sebesar 25,7%, (3) Pengaruh *Purchase Intention* terhadap keputusan pembelian sebesar 19,1%.

Kata Kunci : *Cultural Sensitivity, Consumer Ethnocentrism, Purchase Intention, keputusan Pembelian.*

ABSTRACT

This study examines the influence of cultural sensitivity and consumer ethnocentrism on purchase intention which has an impact on purchasing decisions. Where there is a problem of lack of understanding of cultural sensitivity and the concept of consumer ethnocentrism on purchasing decisions. This study aims to determine how cultural sensitivity and consumer ethnocentrism influence purchase intention which has an impact on purchasing decisions. The method used in this study is to use the SmartPLS program. Hypothesis testing with the PLS approach is carried out in two stages, namely, testing the outer model and inner model. The outer model test is carried out to prove the validity and reliability of all indicators in each variable. The inner model test is carried out to test the influence between variables according to the previously established hypothesis, then explained descriptively and verifiably. The results of this study indicate that cultural sensitivity, consumer ethnocentrism and purchase intention have a significant and positive influence on purchasing decisions directly and indirectly (1) The influence of Cultural Sensitivity on purchasing decisions is 13.9%, (2) The influence of Consumer Ethnocentrism on purchasing decisions is 25.7%, (3) The influence of Purchase Intention on purchasing decisions is 19.1%.

Keywords: *Cultural Sensitivity, Consumer Ethnocentrism, Purchase Intention, Purchase Decision.*