

ABSTRAK

Stagnasi pembelian masyarakat terhadap produk-produk tertentu selalu dihubungkan dengan penurunan kualitas produk, dan kurang memperhatikan faktor ekonomi makro di sekelilingnya, seperti faktor sosial, politik, budaya, dan agama. Tujuan dari penelitian ini untuk menyelidiki dan menguji peran *customer value* dalam memoderasi hubungan antara *animosity*, etnosentrisme, dan religiusitas terhadap keputusan pembelian kosmetik made in China. Untuk keperluan tersebut, penelitian ini memilih 150 responden milenial di kota Semarang dengan menggunakan teknik *purposive sampling*. Dengan menggunakan analisis regresi berganda, temuan menunjukkan bahwa *animosity* dan etnosentrisme berpengaruh negatif dan signifikan terhadap keputusan pembelian. Penelitian juga menemukan bahwa *customer value* benar-benar menjadi moderasi yang mampu memperlemah hubungan antara *animosity* dan etnosentrisme terhadap keputusan pembelian. Walaupun demikian, religiusitas secara mengejutkan berpengaruh negatif tidak signifikan terhadap keputusan pembelian, dan diikuti oleh hasil moderasi *customer value* terhadap hubungan tersebut. Diskusi konseptual dan hasil empiris memperpanjang penelitian sebelumnya tentang *country of origin* dan perilaku konsumen.

Kata Kunci: *Animosity, Etnosentrisme, Religiusitas, dan Customer Value*

ABSTRACT

The stagnation in people's purchases of certain products is always associated with a decline in product quality, and yet dissociated with the macroeconomic factors surrounding them, such as social, politics, culture, and religion. The aim of this study is to investigate and examine the role of customer value in moderating the relationship between animosity, ethnocentrism, and religiosity in the purchase of cosmetics made in China. For this purpose, this study selected 150 millennial respondents in the city of Semarang using a method of purposive sampling. Using a multiple regression analysis, the findings show that animosity and ethnocentrism have a negative and significant effect on purchase intention. The research also found that customer value becomes an important moderation in bridging the relationship between those two analysis results. However, religiosity surprisingly does not have a significant effect on purchase intention and is followed by the moderation result of customer value on the relationship. The conceptual discussion and empirical results extend to previous research on the country of origin and customer purchase behavior.

Keywords: *Animosity, Ethnocentrism, Religiosity, and Purchase Intention*