
The Effect of Consumer Ethnocentrism, Brand Image, and Perceived Quality, on Purchase Decisions With Purchase Intention as Intervening Variable

(Study of Eiger Consumers in Tasikmalaya)

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Abstract

The purpose of this research is to know and analyze the effect of consumer ethnocentrism, brand image, and perceived quality of Eiger outdoor equipment product to consumer purchase decision, and to test purchase intention as intervening variable between consumer ethnocentrism, brand image, and perceived quality effect the purchase decision. The sample in this study there are 180 respondents who are users of Eiger products in Tasikmalaya region. Convenience sampling method is used in the determination of this research sample. Data were analyzed using Structural Equation Modeling (SEM) with SPSS and AMOS statistical software. The results of this study show that. Consumer ethnocentrism has a positive but no significant effect on purchase decisions. Brand image has a positive but no significant effect on purchase decisions. Perceived quality have a positive effect on purchase decisions. Purchases intention have a positive effect on purchase decisions. Consumer ethnocentrism positively effects purchase decisions with purchase intention as intervening variable. Brand image positively effects purchase decisions with purchase intention as intervening variable. Perceived quality positively effect purchase decisions with purchase intention as intervening variable.

Keywords

Consumer Ethnocentrism; Brand Image; Perceived Quality; Purchase Intention; Purchase Decisions.

INTRODUCTION

Indonesia known as the largest archipelagic country in the world with the area of 1,904,569 km² and the number of islands of 17,508. Each island has a beautiful natural panorama from the bottom of the sea to the top of the mountain, it certainly attracts many local and foreign tourists to visit and explore the tourist destinations in Indonesia. West Java became the most visited destination by domestic tourists throughout the year 2016. Visits of domestic tourists to the West Java until November of 2016 are 78,036,327 visits (Prodjo, W.A. 2016). Tourist visit and explore various destinations, especially natural destinations in the Tasikmalaya city and other areas. Visitors of mount Galunggung located in Tasikmalaya are mostly local tourists. Average of domestic and foreign tourists who visit the mount Galunggung is amounted to 213,382 people per year (Andi 2014)

Number of domestic and foreign tourists visiting Tasikmalaya brought social change to the inception of a new phenomenon for some people in Tasikmalaya city, as Samuel Koenig (in Kamanto and Sunarto, 2000: 133) noted, "Social change has an internal and external factor affecting human life". It means that social change refers to the existence of modifications of external or internal factors in the patterns of people's lives. Teenagers at the moment especially have a new hobby that is engaged in the outdoor or indoor activities. This phenomenon is called 'back to nature' and has become a new lifestyle in society.

Activities in the wild are visiting to the natural places such as beaches, waterfalls, forests, and mountains. With difficult terrain and unpredictable weather, obviously activities in the wild have a high risk. Because of that, need a good planning including in terms of equipment. Outdoor

equipment has become a necessity for some people. Increasing of activity in the wild is directly proportional to the increasing of the demand of outdoor equipment products. In Indonesia these days, many local and import brands are available for consumers who want to buy outdoor equipment products.

Brands of outdoor equipment in Indonesian market today are from domestic and overseas countries that are demanded much by the people of Indonesia. Each product brand offers its own excellence and service to its customers as well as its competitive pricing according to its type and market segment. In Tasikmalaya city, currently available many choices of brands both local and import for consumers who want to buy an outdoor equipment. One of the largest outdoor equipment manufacturers in Indonesia and has a vast market share of 80% of the local market is PT. Eigerindo Multi Produk Industri or known as Eiger (Juliyanti, 2010).

Recently, In the context of consumer ethnocentrism local product, Indonesia becomes relevant for the study, especially seen from the appearance of adventure products that are aligned with the development of tourist interest in Indonesia. Marketing management studies highlight the importance of engaging the customer ethnocentrism component. Many imported products entering the domestic market and the tendency of domestic consumers prefer to buy imported products, making research on consumer ethnocentrism is necessary. In the previous research, there is controversy of difference research result (research gap) between consumer ethnocentrism and purchase decision.

Research Problem

1. Does consumer ethnocentrism have positive effect on purchase decision?
2. Does brand image have positive effect on purchase decision?
3. Does perceived quality have positive effect on purchase decision ?
4. Does purchase intention have positive effect on purchase decision?
5. Does consumer ethnocentrism have positive effect on purchase decision with purchase intention as intervening variable?
6. Does brand image have positive effect on purchase decision with purchase intention as intervening variable?

Scope of Research

In this study, researcher determined the boundaries of the problem for the research to achieve the expected goal. This research is limited in five attributes of variable used that are consumer ethnocentrism, quality perception, brand image, purchase intention and purchase decision.

Research Objectives

1. To analyze the positive effect of consumer ethnocentrism on purchasing decision.
2. To analyze the positive effect of brand image on purchase decision.
3. To analyze the positive effect of perceived quality on purchase decision.
4. To analyze the positive effect of purchase intention on purchase decision.
5. To analyze the positive effect of consumer ethnocentrism on purchase decision with purchase intention as intervening variable.
6. To analyze the positive effect of brand image on purchase decision with purchase intention as intervening variable.
7. To analyze the positive effect of perceived quality on purchase decision with purchase intention as an intervening variable.

LITERATURE REVIEW AND HYPOTHESES

Consumer Ethnocentrism

The term of ethnocentrism was first published by Sumner in 1906 who determined ethnocentrism as "the belief that one's culture is superior to others which is often accompanied by a tendency to make incompatible comparisons". Ethnocentrism refers to the pride, arrogance, and belief in the privilege of the group itself and is demeaning other groups (Auruskeviciene and Vianelli, 2012). Ethnocentrism has function to help the continuity of groups and cultures through increased solidarity, conformity, cooperation, loyalty, and effectiveness (Sharma, *et al.*, 1995). Some specific behaviors that are characterized as the attitude of Ethnocentrism have the tendency to: 1) differentiate between groups, 2) perceive events based on their own benefits to the groups themselves (economic, political, and social), 3) see the group itself as the

center of the universe and the environment of their group life is better than others, 4) suspect and criticize other groups, 5) contemplate their own group as superior, strong, and honest, 6) see other groups as inferior, weak, dishonest, and likes to make trouble (Sharma, *et al.*, 1995).

Shimp and Sharma (1987) extended the ethnocentrism concept by linking to the marketing concept of consumer behavior to study consumer behavior and the marketing implications of ethnocentrism. The term of 'consumer ethnocentrism' is used by Shimp and Sharma (1987) to represent the beliefs held by US consumers about the appropriateness and morality of purchases of foreign-made products. Shimp and Sharma (1987) defined consumer ethnocentrism as: "The believe held by American customers about oppropriateness and morality in purchasing foreign-made products". Consumer ethnocentrism can also be defined as a consumer perspective that tends to overestimate local and foreign product due to the assumption that the group is better than others.

Brand Image

American Marketing Association (AMA) in Kottler (2000: 404) defined brand as "a name, term, sign, symbol, or design, or combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from competitors". According to Kotler and Armstrong (2012), brand is more than a name and symbol, brand represents consumer's perception and feelings about a product. Based on these descriptions, can be concluded that brand is the perception of people to the company or product. Consumers found a lot of different types of products and services, so brand image is primarily responsible for brand differentiation (Sallam, 2014).

According to associations that exist in the mind consumer, Kotler in Simamora (2004) defined brand image as a set of beliefs, ideas, and impressions of a person on a brand. This is similar to Keller that stated brand image as the image of a brand considered as a group of associations that connect consumer thinking against a brand name (Keller, 1998: 51). According to Keller (2008), brand image is consumer perception as a reflection of brand.

Perceived Quality

Zeintnmal (1990) suggested that quality in the consumer's view is a thing that has its own linguistic space that is different from the quality in the view of the manufacturer when issuing a product commonly known by its true quality. Perceived quality can be defined as a customer's perception of the quality or superiority of a product or service. Ferrinadewi (2008: 172) defined perceived quality as how overall product superiority is based on subjective evaluation of consumers. Sethurahman and Cole (1994) in Hossain (2007) suggested that perceived quality of a product influences consumer buying behavior on national brands, perceived quality of a product becomes added value for consumers in doing purchase of a brand. From the description above, perceived quality can be interpreted as consumer perceptions about the quality or superiority of a product and how consumers perceive the advantages made by the company. Perceived quality has an important role in building a brand. In many contexts, the perceived quality of a brand can be an important reason for purchases, decision of which brands that will be considered by customers, and consideration that will affect customers in purchasing decisions.

Purchase Intention

Intention can be described as a tendency of a person to take action for the object. According to Engel (2001:97), intention is a subjective assessment of what will be owned by consumers in the future and one form of intention is the purchase intention to the consumer that means a tendency for a person to buy his favorite brand (Kotler and Armstrong, 2007: 227). According to Assael (2001:53), intenuion a condition that arises and formed after the consumer evaluate the brand and can provide the highest level of expected satisfaction. From the above understanding, purchase intention is the interest that will arise after the existence of an alternative evaluation process. In the evaluation process, a person will has a series of choices about the products to be purchased. Purchase intention is consumers behavior where consumers have a desire in buying or choosing a product based on experience in choosing, using, and consuming or even wanting a product. Purchase intention is part of consumer behavior before actually making the purchase process. The factors that influence buying

interest are related to feelings and emotions, when a person is happy and satisfied in buying goods or services then it will reinforce Purchase Intention.

Purchase Decision

Kotler and Armstrong (2008) explained that purchase decision is a step in the buyer's decision making process in which consumers actually purchase. Meanwhile, Peter and Olson (2010) defined purchase decision as an integrated process which is being undertaken to combine knowledge in order to evaluate two or more alternatives and choose one of them, so that the purchase decision can be defined as the determination of the choice by the consumer toward two or more alternatives choice to fulfill their needs. From some of descriptions of the purchase decision, can be said that decision is the selection of an option from two or more alternative choices. At this stage, consumers really pay for products they need or desire after passing several alternative evaluation processes and other considerations. A very powerful driving factor in consumer purchase decision makers is influenced by a number of people having an involvement in purchasing decisions.

HYPOTHESIS DEVELOPMENT

The positive effect of consumer ethnocentrism on purchase decision

Shimp and Sharma (1984) in Wei (2008) found that consumers with high ethnocentrism tend to prefer domestic products rather than imported products, while those with low ethnocentrism tend to prefer imported products. Li, *et al.*, (2012) also argued that consumer ethnocentrism will influence purchasing decisions for local and overseas products. Based on these research, it can be proposed the first hypothesis as follow:

H₁: Consumer ethnocentrism has a positive effect on purchase decision.

The positive effect of brand image on purchase decision

Mendrofa (2010) concluded that brand image has a positive influence on purchasing decisions. Positive influence can be interpreted that the more positive the brand image the higher the consumer intensity on product purchases. Saeed, *et al.* (2013) studied the factors influencing purchasing decisions in the apparel industry in Sahiwal, Pakistan, and stated that the brand image

does not have a significant effect on consumer purchasing decisions and concluded that consumers in Sahiwal do not pay attention to the brand image in purchasing the product of clothes. Based on these two studies, there are differences in results about the dimensions of brand image that can influence purchasing decisions. Based on these research, it can be proposed the second hypothesis as follows:

H₂ : Brand image has a positive effect on purchase decision.

The positive effect of perceived quality on purchase decision

In essence, perception relates to a person's behavior in making decisions about what is desired. One way to know the consumer behavior is analyzing consumer perceptions of the product. With consumer perceptions, can be known things that become strength, weakness, opportunity, or threat for a product. Richardson, *et al.* (1996) in Choy, *et al.* (2011) has proven that perceived quality has an effect on purchasing decision. Studies show that today the company has been successful in convincing consumers that the absolute level of quality is actually different or the variety of variations in the quality exposes consumers to risk. Then, Choy, *et al.* (2011). confirmed that the perceived quality has a direct impact on purchasing decisions. Based on these research, it can be proposed the third hypothesis as follows:

H₃ : Perceived quality has a positive effect on purchase decision.

The positive effect of purchase intention on purchase decision

Purchase intention scale has been developed from different studies since it is the most important variable in the consumer buying decision. Attitudes perform an important role in consumer behaviour and decision-making, since they represent consumer likes and dislikes (Engel *et al.*, 1995). That consumer decision process occurs as a result of consumers seeking and evaluating available information to make a purchase decision (Nowlis, 1995). In the study conducted by Agustin *et al.*, (2015) found there is significant influence of purchase intention on purchase decisions, because the higher consumers intention towards products, so the higher purchase decisions made by consumers. Based on these research can be proposed the fourth hypothesis as follows:

H_4 : Purchase intention has a positive effect on purchase decision.

The positive effect of consumer ethnocentrism on purchase decision with purchase intention as intervening variable Shankarmahesh (2006) notes that ethnocentrism is one of the most important factors determining consumers' purchase intentions with respect to both foreign and local products. Han (1988) and Herche (1992) provide empirical evidence to indicate a strong and significant relationship between consumer ethnocentrism and purchase intention toward local products Nulufi (2015) stated that purchase intention has a positive and significant influence on purchasing decisions. This means that the higher consumer purchase intention in the product, the consumer decision making is increasing in purchasing.

Researchers did not find previous research that states directly purchase intentions can be used as an intervening variable between consumer ethnocentrism and purchase decision. But researchers try to find things that have not been studied by other researchers is by adding purchase intention as an intervening variable between consumer ethnocentrism and purchase decision. Based on these research can be proposed the fifth hypothesis as follows:

H_5 : Consumer ethnocentrism has a positive effect on purchase decision with purchase intention as intervening variable.

The positive effect of brand image on purchase decision with purchase intention as intervening variable

The research about consumer ethnocentrism in Indonesia was conducted by Nulufi (2015), the finding is that brand image has a positive and significant influence on purchasing decisions mediated by purchase decision. This means that if the brand image is better then purchase intention and consumer purchasing decisions are also increasing. If the brand image is lower, purchase intention and purchasing decisions will also decrease. The total indirect effect of brand image on purchasing decisions through purchase intention is greater than the direct effect of brand image on purchasing decisions, purchase intention can be a intervening variable between brand image and purchase decision. Based on these research, it can be proposed the sixth hypothesis as follows:

H_6 : Brand image has a positive effect on purchase decision with purchase intention as intervening variable.

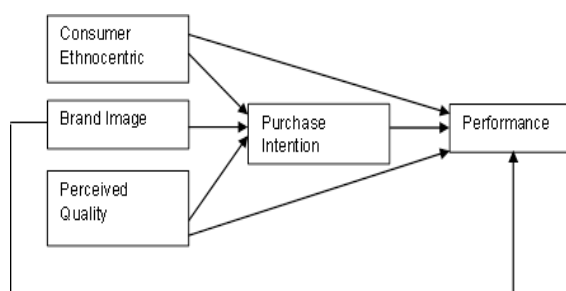
The positive effect of perceived quality on purchase decision with purchase intention as intervening variable

Consumers in developing countries tend to believe that products made by local producers have less quality than imported products from more advanced countries in the field of products (Wang and Chen, 2004 in Nguyen, et al., 2008). (Yee & San 2011) indicate that perceived quality have positive association with purchase intention. This mean if customers' perceived quality on product is higher will have high intention to purchase. Nulufi (2015) stated that purchase intention has a positive and significant influence on purchasing decisions. This means that the higher consumer purchase intention in the product, the consumer decision making is increasing in purchasing.

Researchers did not find previous research that states directly purchase intentions can be used as an intervening variable between perceived quality and purchase decision. But researchers try to find things that have not been studied by other researchers is by adding purchase intention as an intervening variable between perceived quality and purchase decision. Based on the discussion, it can be proposed the seventh hypothesis as follows:

H_7 : Perceived quality has a positive effect on purchase decision with purchase intention as intervening variable.

Research framework



METHODS

Type of Research

Type of this research is quantitative causal research with survey method by using questionnaires as tool of data collection. It means that the research collects the data and investigates the causal

relationships and hypothesis testing to give an overview of the research object.

Population

The population in this study are consumers who have used Eiger which appropriate with the criteria that has been determined by researcher. which has the criteria consumers of Eiger product who are in tasikmalaya.

Sampling Method

Sampling in this research conducted using non probability sampling. Sampling method used in this study was convenience sampling to choose the sample among the population. Higginbottom (2004), defined the convenience sample as consisting of participants who are readily available and easy to contact.

Source of Data

Primary Data

Primary data in this research is obtained directly in the field that is respondents who ever bought a product of Eiger in order to explain the effect of consumer ethnocentrism, brand image, and perceived quality toward purchase decision with purchase intention as an intervening variable.

Secondary Data

Secondary data in this research is written data from references, scientific articles, scientific journals, and other sources such as data obtained via the internet related to this research.

Measurement of Variables

To measure the variables, required measurement scale. The scale of measurement is used as a reference standard to determine the length of the interval that will produce quantitative data. With the scale of measurement, the value of the variable measured by a particular instrument can be expressed in the form of numbers, so it would be more accurate, efficient, and communicative (Sugiyono,

2003: 127). Measurement of individual attitudes on the answers given by the respondents uses the following seven-level Likert scale (Suliyanto, 2006).

Data Analysis Technique

Variable measurement

To measure the variables required measurement scale. The scale of measurement is used as a reference standard to determine the length of the interval that will produce quantitative data. With the scale of this measurement, the value of the variable measured by a particular instrument can be expressed in the form of numbers, so it would be more accurate, efficient and communicative (Sugiyono, 2003: 127).

Analysis technique

This study used Structural Equation Model for the data analysis technique. It is statistical technique that allow to testing a series of relative complex connections simultaneously. A complex relationship can be built between one or several dependent variables with one or more independent variables. Perhaps there is also a variable that has double role as independent variable in a connection, but being dependent variable on another connection given the existence of tiered causality connection. Each of the dependent variable and independent variable can be shaped to factor or construct built from some variable indicators. Similarly among the variables that can be a form of a single variable that is directly observed or directly measured in research process.

RESULTS AND DISCUSSION

Confirmatory Factor Analysis (CFA) is used to estimate the adequacy of the measurement model for each construct. Based on the output of confirmatory factor analysis model, it can be seen the regression weights as follows:

Table 1. Regression Weights of Confirmatory Factor Analysis (CFA)

	Causal Relationship	Estimate	S.E.	C.R.
x1 <---	Consumer_Ethnocentrism	1.000		
x2 <---	Consumer_Ethnocentrism	1.017	.142	7.177
x3 <---	Consumer_Ethnocentrism	.979	.141	6.962
x8 <---	Brand_Image	1.000		
x9 <---	Brand_Image	1.154	.104	11.139
x4 <---	Consumer_Ethnocentrism	1.022	.133	7.696

	Causal Relationship	Estimate	S.E.	C.R.
x5 <---	Consumer_Ethnocentrism	1.330	.151	8.812
x12 <---	Perceived_Quality	1.000		
x13 <---	Perceived_Quality	1.454	.142	10.249
x15 <---	Perceived_Quality	1.210	.125	9.657
x11 <---	Brand_Image	1.020	.097	10.508
x10 <---	Brand_Image	1.160	.083	13.932
x14 <---	Perceived_Quality	1.324	.130	10.218
x20 <---	Purchase_Decision	1.000		
x22 <---	Purchase_Decision	1.106	.148	7.453
x21 <---	Purchase_Decision	.930	.145	6.410
x23 <---	Purchase_Decision	1.099	.144	7.648
x16 <---	Purchase_Intention	1.000		
x18 <---	Purchase_Intention	1.051	.093	11.314
x17 <---	Purchase_Intention	1.101	.085	12.898
x19 <---	Purchase_Intention	1.127	.098	11.544
x6 <---	Consumer_Ethnocentrism	.819	.126	6.497
x7 <---	Consumer_Ethnocentrism	1.079	.142	7.591

Based on Table 1, it can be seen that the critical ratio values of each indicator in Confirmatory Factor Analysis (CFA) model is greater than 2.0. It shows that each indicator is significant as dimension of the latent factors formed. Thus, it can be stated that each indicator or dimension forming the latent

variables of research model have shown unidimensionality.

After analyzing the measurement model through Confirmatory Factor Analysis (CFA) where each variable indicator can be used to prove define latent constructs, then the next step is to conduct a full model SEM analysis with the model result is as follows:

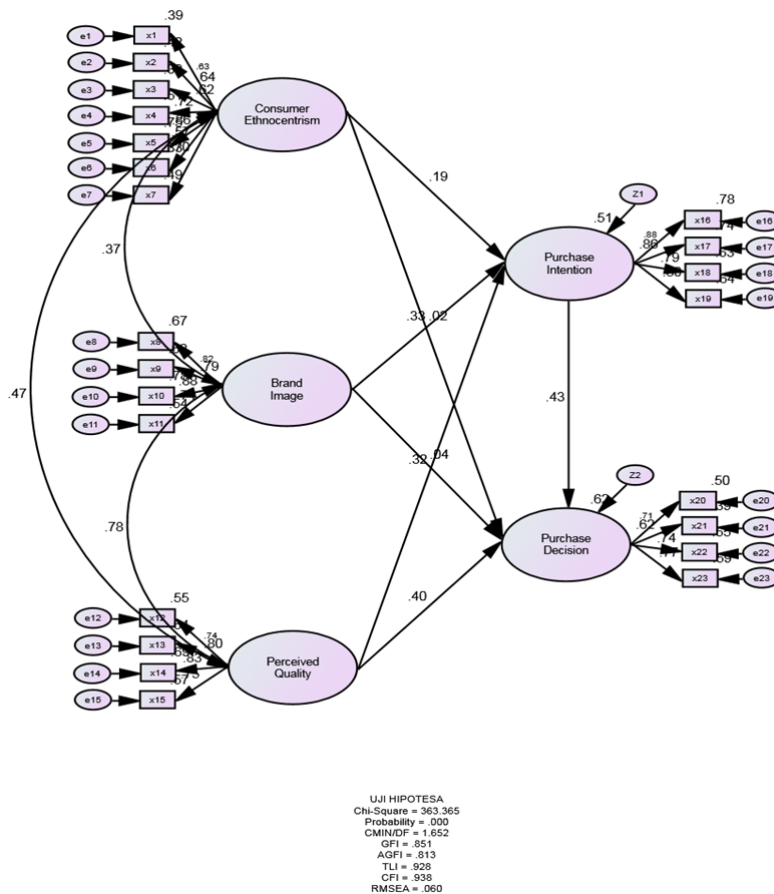


Figure 1. Full Model SEM Analysis

Hypotheses testing

Hypotheses testing of this research based on the null hypothesis that the regression coefficient between the relationships is equal to zero by the usual t-test in regression

models (Ferdinand, 2000). The summary results of the critical ratio (CR) values and its value of t_{table} can be seen in the table.

Table 2. Standardized Regression Weight to Hypotheses Testing

Causal Relationship		C.R.	t_{table} (one tailed)
Purchase_Intention	<- Consumer_Ethnocentrism	2.499	1.660
Purchase_Intention	<- Perceived_Quality	2.451	1.660
Purchase_Intention	<- Brand_Image	2.769	1.660
Purchase_Decision	<- Consumer_Ethnocentrism	0.243	1.660
Purchase_Decision	<- Brand_Image	0.296	1.660
Purchase_Decision	<- Perceived_Quality	2.826	1.660
Purchase_Decision	<- Purchase_Intention	4.080	1.660

Refers to the critical ratio of each causal relationship in Table above, further explanations of research hypotheses are as follows:

First Hypothesis Testing

Based on the confidence level of 95% ($\alpha = 0.05$) and degree of freedom ($n - k$) with one tailed test, the t_{table} value of this causal relationship is 1.660. From the result of Structural Equation Modeling (SEM) analysis, it is obtained the CR value of consumer ethnocentrism on purchase decision of 0.243 is less than value of t_{table} . Thus, H_0 is accepted and H_a is rejected, it means that consumer ethnocentrism has no significant effect on purchase decision. Therefore, first hypothesis which states that consumer ethnocentrism has a positive effect on purchase decision is rejected.

Second Hypothesis Testing

SEM analysis result shows that the CR value of brand image on purchase decision of 0.296 is less than value of t_{table} . Thus, H_0 is accepted and H_a is rejected. Therefore, second hypothesis which states that brand image has a positive effect on purchase decision is rejected.

Third Hypothesis Testing

Refers to the result of Structural Equation Modeling analysis, it is obtained the CR value of perceived quality on purchase decision of 2.826 is greater than t_{table} value. Thus, the H_0 is rejected and H_a is accepted, it means that perceived quality has a positive significantly effect on purchase decision. Therefore, third hypothesis which states that perceived

quality has a positive effect on purchase decision is accepted.

Fourth Hypothesis Testing

Furthermore, based on the SEM result, it is obtained the CR value of purchase intention on purchase decision of 4.080 is greater than value of t_{table} . Thus, H_0 is rejected and H_a is accepted, it means that purchase intention has a positive and significant effect on purchase decision. Therefore, fourth hypothesis which states that purchase intention has a positive effect on purchase decision is accepted.

Fifth Hypothesis Testing

Based on the result of Sobel test in Appendix 6, it is obtained the $t_{statistic}$ value of consumer ethnocentrism on purchase decision with purchase intention of 2.090 is greater than the value of t_{table} (1.660). Thus, the H_0 is rejected and H_a is accepted, it known that purchase intention mediates significantly the effect of consumer ethnocentrism on purchase decision. Therefore, fifth hypothesis which states that consumer ethnocentrism has a positive effect on purchase decision with purchase intention as intervening variable is accepted.

Sixth Hypothesis Testing Sobel

Test result shows that $t_{statistic}$ value of brand image on purchase decision with purchase intention of 2.243 is greater than the value of t_{table} . Thus, H_0 is rejected and H_a is accepted. Therefore, sixth hypothesis which states that brand image has a positive effect on purchase decision has a positive effect on purchase decision is accepted.

Seventh Hypothesis Testing

Furthermore, refers to the Sobel test result in Appendix 6 shows that $t_{\text{statistic}}$ value of perceived quality on purchase decision with purchase intention of 2.052 is also greater than t_{table} value. Thus, H_0 is rejected and H_a is accepted. Therefore, seventh hypothesis within study which states that perceived quality has a positive effect on purchase decision with purchase intention as intervening variable is accepted.

CONCLUSION

1. Consumer ethnocentrism has no effect on purchase decision.
2. Brand image has a no effect on purchase decision.
3. Perceived quality has a positive effect on purchase decision.
4. Purchase intention has a positive effect on purchase decision.
5. Consumer ethnocentrism has a positive effect on purchase decision with purchase intention as intervening variable.
6. Brand image has a positive effect on purchase decision with purchase intention as intervening variable.
7. Perceived quality has a positive effect on purchase decision with purchase intention as intervening variable.

IMPLICATION

Empirical Implication

As empirical research, the results of this study can be used by the Eiger management as a consideration to improve their marketing strategy by improve consumer ethnocentrism, brand image, perceived quality, purchase intention so that it is expected to increase the purchase decision of Eiger product .

There are several ways that the company can do to increase the purchase decision, as follow :

- a. Improve consumer ethnocetris Eiger products, by campaigning to love local products and highlight that Eiger is a product of Indonesia With improving consumer ethnocentrsime,should be able to convince to the consumer that, Only those product that are unavailable should be Imported.purchase foreign product, it puts citizen out of job.True citizen of Indonesia should always buy domestic products. We should purchase product

manufactured in Indonesia instead of letting other countries get rich of us.Citizen of Indonesia should not buy foreign products because this hurts the economy and causes the unemployment. We should buy the other countries only those product that we cannot obtain within our country. Indonesia consumer who purchase from other country are responsible for putting their fellow citizens out of work . then consumers will be more aware of the importance of buying local products.

- b. Improve Brand Image for easy recognition by consumers, things that need to be improved like Brand has good quality. Brand has better characteristics than competitors.Brand is a good brand. Brand is one of the best brands in the industry. When Eiger products have the best and best impression among competitors so that consumers will be easily interested and decided to make a purchase.
- c. Improve perceived quality, especially in terms of, Overall Quality, Functionality Reliability, Durability. By improving the quality, it will be the best product among similar products so that consumers make purchase decision of Eiger products.

Theoretical Implication

Refers to the limitations of this study, further research need to choose and add the number of respondents that in practically can be implemented the probability sampling method, needs to consider using the other methods of data collection, such as interview and observation. Further research also can extend the studies to incorporate the other independent, mediator or moderator variables and develop wider object to produce the better result, more generally and objectively.

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