

The Influence Of Consumer Ethnocentrism, Attitudes And Consumer Intentions On Actual Purchasing Behavior On Instant Noodle Products

*Determinant of
Actual Purchasing
Behavior*

Mixilia Embun Fatrisia

Universitas Esa Unggul

Email : mixiliaembunfatrisia@student.esaunggul.ac.id

Beny Witjaksono

Universitas Esa Unggul

Email : beny.witjaksono@esaunggul.ac.id

Yuyus Yudistria

Universitas Esa Unggul

Email : yuyus.yudistria@esaunggul.ac.id

Ika Baskara

Universitas Esa Unggul

Email : ika.baskara@esaunggul.ac.id

Author correspondence: mixiliaembunfatrisia@student.esaunggul.ac.id

1613

Submitted:
JULY 2024

Accepted:
SEPTEMBER 2024

ABSTRACT

Consumer ethnocentrism is very important because it affects consumer purchasing decisions. This study aims to reveal how demographic factors such as age, gender, education, and income affect consumers' views on domestically made instant noodles and foreign-made instant noodles which affect attitudes, intentions, and purchasing behavior. This study uses a purposive sampling method involving 200 consumers who consume domestically made instant noodle products and foreign-made instant noodle products in the JABODETABEK area. The results of primary data analysis were carried out using the Structural Equation Modeling (SEM) method. The sample criteria are consumers who consume domestically made instant noodle products and instant noodle products made abroad at least 2 times. The results showed that consumer demographics affect consumer ethnocentrism, consumer ethnocentrism affects consumer attitudes, consumer attitudes affect consumer intentions, consumer ethnocentrism has no effect on consumer intentions, consumer intentions affect actual purchasing behavior. This study contributes that age, income and ethnocentrism significantly influence consumer attitudes and intentions towards local products and it is recommended that the sample be expanded and additional factors that may influence the relationship between ethnocentrism, consumer attitudes and purchase intentions be taken into account. Further research could also examine the long-term impact of ethnocentrism on actual purchase behavior as well as other factors that could potentially influence consumer decisions in greater depth.

Keywords: *Consumer demographics, Consumer ethnocentrism, Attitudes, Consumer intentions and Actual purchase behavior*

INTRODUCTION

Development globalization and progress technology, make food from various countries increasingly easy accessible and becoming part from style Life in Indonesia is one of instant noodles product artificial domestic and instant noodles product artificial

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No.5, 2024
pp. 1613 - 1634
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v12i5.2794

overseas (Diatmono et al., 2020; Imran, Mariam, et al., 2020; Sukarno et al., 2020). Globalization increase movement product food between countries (Makanyeza & Toit, 2017). Based on data from the Central Statistics Agency (BPS), in March 2021 instant noodle consumption product artificial domestic and instant noodles product artificial abroad in Indonesia is very high, namely 96% or 13.2 billion pack per year. Consumer ethnocentrism describe a term that refers to an opinion held consumer about need or not buy goods made in other countries (Akbarov, 2022; Utama et al., 2020). *Consumer Ethnocentrism* refers to the terms used For like product artificial local (Akbarov, 2022; Kurniawati et al., 2024; Megawaty et al., 2024). Attitude, intention consumers and behavior purchase actual considered as key important for marketer, marketer need deep understanding about attitude, intention consumers and behavior purchase actual Because help they create an effective and efficient marketing strategy (Makanyeza & Toit, 2017). Need For endure in tough competition This has push company For increase understanding they about attitude consumers, in particular Consumer ethnocentrism (Alberto et al., 2020 ; Vuong & Giao, 2020 ; Zeren et al., 2020) .

Attitude consumer considered as key important for marketer, marketer need deep understanding about attitude consumer Because help they create an effective and efficient marketing strategy (Makanyeza & Toit, 2017). According to Gawronski (2007) is one the most important concept in psychology social ie attitude consumers, as well For understand behavior consumer in a way general and behavioral conscious consumers social. Attitude consumer refers to tendencies For act with positive way or negative in a way consistent to a object (Wilcock et al., 2004). Opinionated consumers positive about a product said own good attitude to product that, temporary those who have opinion negative said own no attitude Good to product the (Hung et al., 2016). Attitude consumer in a way direct influenced by attitudes, which then in a way direct influence intention consumer (Wang et al., 2020).

Based on studies that have been done previously by (Muchandiona et al., 2021 ; Camacho et al., 2022; Bryła, 2021 ; Akbarov, 2022) about demographics consumer which influence consumer ethnocentrism, attitude consumer, intent consumers and behavior purchase actual. However so For continue study before, in This study carried out in different locations from the previous one. Beside That exploration in This study use consumers who consume instant noodles product artificial domestic and instant noodles product artificial abroad at least 2 times as object which research is different with research before and still seldom used as object study.

This research aims to reveal how demographic factors such as age, gender, education and income influence consumers' views of domestically made instant noodles and foreign made instant noodles, then these demographic factors influence attitudes, intentions and actual purchasing behavior. Research result This expected can give positive contribution to *marketing* strategy science and bringing more understanding deep to influencing factors consumer ethnocentrism, attitude consumer, intent consumers and behavior purchase actual.

LITERATURE REVIEW

Behavior Purchase Actual

According to Makanyeza et al. (2021) behavior purchase actual is phase from the retrieval process decision Where customer do purchase. As for according to (Rana & Paul, 2017) For choose approach marketing at its best, marketer must own comprehensive understanding about behavior consumer moment do purchase. According to Muchandiona et al. (2021) that intending consumers For get goods or service certain more Possible For tend own behavior purchase more actual tall compared to with consumers who don't intend.

Consumer Ethnocentrism

Haikal & Suliyanto (2018) explain that The term " *ethnocentrism* " was first used by Sumner in 1906, which describes ethnocentrism as trend believing society that culture his

group Alone more superior rather than culture group others, and often accompanied with trend For make the comparison is not fair. In addition, as stated by Muchandiona *et al.* (2021) consumer ethnocentrism is a term coined by Shimp and Sharma that was adapted with draft general ethnocentrism, defined as confidence consumer consider ethics or ethics moment buy goods import, and loyalty customer to goods made in their country of origin. Draft This relevant in understand behavior consumers, especially in context preference culture.

Attitude Consumer

Attitude consumer defined by Zhang *et al.* (2021) as trend manifest psychology himself as level favorite or dislike to object certain. According to Ladero *et al.* (2015) attitude consumer is term multifaceted constant influenced by emotions, behavior, and beliefs. According to Gawronski (2007) is one the most important concept in psychology social is attitude consumers, which is very important For understand behavior consumer in a way general and behavioral conscious consumers social. In line with matter This is attitude consumer refers to assessment or extensive determination is made consumer related item, name, location, or company retail.

Intention Consumer

According to Salem (2016) intention consumer is track their actions expect For taken. A deliberate decision by the consumer For buy a product or buy it Again known as intention consumer (Makanyeza *et al.*, 2021) . Intention consumer is trend consumer For act with obedient way they are the most fun. Intention consumer is describe and express behavior them and the way they make decision about a product (Wasiat & Bertuah, 2022). Will or determination For buy product or service certain things are reflected in action real or future intentions is definition intention consumers, according to (Shimp & Sharma, 1987). Intention is aspect influencing motivation behavior someone, according to (Qazzafi, 2020).

Demographics Consumer

Research shows that consumer demographic factors, such as age, gender, income, and education, influence consumer ethnocentrism (Hall & Sevim, 2015; Agarwal, 2019; Muchandiona *et al.*, 2021). Gender refers to the traits that distinguish men and women Kwok *et al.* (2016) and the roles, behaviors, and activities that society deems appropriate (Theobald *et al.*, 2017). Gender differences affect consumer behavior (Kwok *et al.*, 2016). Women tend to be more conservative in maintaining social harmony (Cvirik & Dotong, 2023). Older consumers tend to be more ethnocentric than younger ones (Hall & Sevim, 2015; Agarwal, 2019). The global lifestyle among teenagers contributes to the positive relationship between age and ethnocentrism (Vadhanavisala, 2014). Higher education makes people less conservative and more biased towards foreign goods (Chris *et al.*, 2014; Vadhanavisala, 2014). Less educated consumers prefer domestic products (Matić, 2013). Consumer income affects purchasing behavior (Hall & Sevim, 2015). Consumers with higher incomes are more often exposed to foreign products and tend to be more nationalistic and conservative, thus preferring imported products (Chris *et al.* 2014).

Connection Demographics Consumers and Consumers Ethnocentrism

Gender can influence consumer ethnocentrism (Wilkins *et al.*, 2019). More women ethnocentric to consumer compared to with male, in A research conducted in Turkey (Akbarov, 2022). Study previously find that Woman have mark more ethnocentricity tall compared to man (Alberto *et al.*, 2020 , Camacho *et al.* 2022) . Akbarov (2022) say that in A research conducted in Turkey, found that age and consumers ethnocentrism own very good relationship. Age and consumers ethnocentrism found correlated positive in research conducted in India by (Ramadania *et al.*, 2023). A number of study has confirm No exists connection between consumer ethnocentrism and level education (Vuong & Giao, 2020). Support findings Bryła (2021) confirm that No There is connection level education with consumer ethnocentrism. Alam *et al.* (2022) say that education level is the main indicator of consumer ethnocentrism. Vuong & Giao (2020) found that the correlation had no effect on consumer ethnocentrism and income. Camacho *et al.* (2022)

state that consumer ethnocentrism play role important in determine preference customer to brand domestic and foreign, as well attitude consumer to a product. According to a number study Zhang *et al.* (2021) consumer ethnocentrism result attitude negative consumers to instant noodle products product artificial domestic and instant noodles product artificial overseas. Based on discussion above, a hypothesis is created is :

H 1 : Demographics consumer influential to consumer ethnocentrism.

Connection Consumer Ethnocentrism and Attitudes Consumer

Camacho *et al.* (2022) state that consumer ethnocentrism play role important in determine preference customer to brand domestic and foreign, as well attitude consumer to a product. According to a number study Zhang *et al.* (2021) consumer ethnocentrism result attitude positive consumers to instant noodle products product artificial domestic and instant noodles product artificial overseas. Trend consumer For behave Good to a object called as attitude consumer (Jia *et al.*, 2023). Attitude consumer to product found influence by consumers ethnocentrism in A research conducted in Zimbabwe (Bryła, 2021). On the basis of explanation that, then hypothesis created is :

H 2 : Consumers ethnocentrism influential to attitude consumer.

Connection Attitude Consumers and Intent Consumer

According to Behavioral Theory Planned, attitudes and beliefs influence intention consumer. Attitude consumer influential positive to intention consumer, in matter This there is Lots proof empirical support view the (Ferrin *et al.*, 2020). According to experts, attitude consumer to a product influence intention consumer For buy product the (Svajdova, 2021) . Likewise, attitude consumers in Croatia found own connection significant positive with intention consumer (Wilkins *et al.*, 2019). Intention consumer related with attitude consumer, based characteristics personal everyone inside determine a possible factors categorized as brand, product, retailer, and time purchase (Wasiat & Bertuah, 2022). The experts disclose that attitude good consumer to a product support intention consumer For buy a product (Ngugi *et al.*, 2020). According to Akbarov (2022) attitude consumer have good impact to intention consumer For buy food results engineering genetics. Discussion This produce hypothesis following :

H 3 : Attitude consumer influential to intention consumer.

Connection Intention Consumers and Behavior Purchase Actual

According to (Khanh Giao, 2019) there is correlation significant positive between intention consumer with behavior purchase actual. Intention consumer to behavior purchase can used For evaluate spread channel distribution new, for help manager in decide what is geographic market and development addition on this idea required (Camacho *et al.*, 2022). Intention consumer works as gauge to what extent is the individual willing For involved in behavior particular, which is interpreted as behavior purchase Actually (Peña-García *et al.*, 2020). According to *Theory of Reasoned Action* Prince *et al.* (2019) intention consumer determine performance a behavior certain. According to a number study Ardekani *et al.* (2021) , there are connection positive and significant between intention consumers and behavior purchase actual. Therefore it is, hypothesized based on discussion previously that :

H 4 : Intention consumer influential to behavior purchase actual.

Connection Consumer Ethnocentrism and Intention Consumer

Consumer ethnocentrism become factors that don't influence desire consumer For do purchase, according to A research in Malaysia (Ramadania *et al.*, 2023). According to Akbarov (2022) consumer ethnocentrism For buy product No influential to intention consumer. Similar with this, Prince *et al.* (2019) find correlation negative between consumer ethnocentrism and intentions buy goods imports in Vietnam. One of factors that don't influence intention consumer For buy a product is consumer ethnocentrism (Karoui & Khemakhem, 2019). Additionally, p this was also found impact negative in intention consumer in buy a product (H. M. Lee *et al.*, 2021). A number of studies has prove that consumer ethnocentrism No influential to intention consumer (Basfirinci & Uk, 2020). Based on exposure that, the hypothesis can be submitted is as following :

H 5 : Consumers ethnocentrism No influential to intention consumer.

Based on framework hypothesis above, then the research model can depicted as following :

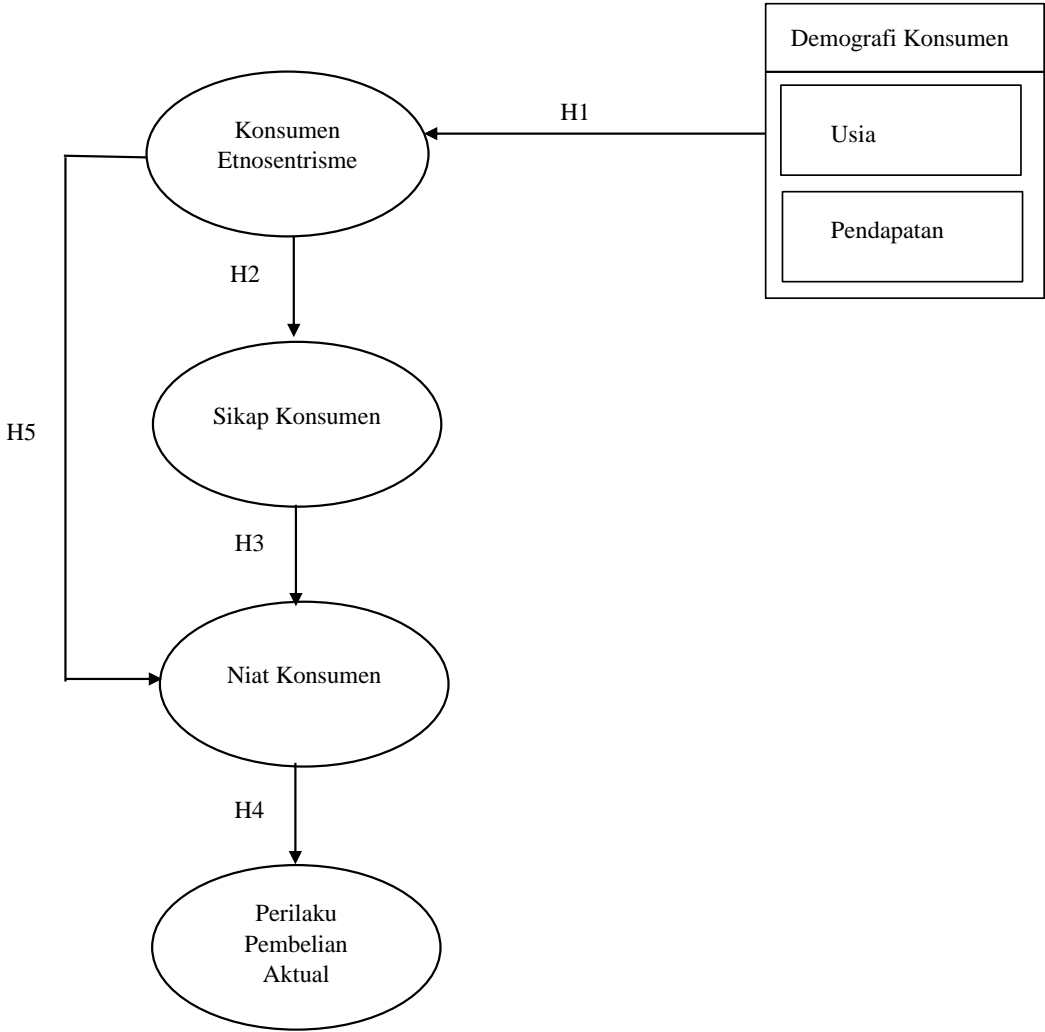


Figure 1. Research Model

METHODS

Research Design

This study use approach study quantitative with method *Structural Equation Modeling* (SEM). In research this, researcher use approach quantitative. This study aim For know influence direct between variable consumer ethnocentrism with demographics and attitudes consumer to intention consumer through behavior purchase actual. Approach in This study use the type of primary data produced by the research Alone. According to Sahir (2022) method study quantitative is study with tool For data processing using statistics, therefore it is the data obtained and the results obtained form number. Study Quantitative places great emphasis on objective results, through spread data questionnaire can obtained with objective and tested using validity and reliability processes. Questionnaire is series instrument prepared questions based on tool measuring variable research, data collection with use Very efficient questionnaire, respondents only choose the answer is already provided by the researcher.

Measurement Variable

collection in research This use method *survey* with questionnaire *on line*. Measurement done with scale likert with scale 1 – 4, where score one really doesn't agree (STS), score

two no agree (TS), score three agree (S), score four strongly agree (SS). Measurement variable consumer ethnocentrism adopt from (Makanyeza & Toit, 2017 ; Sharma, 2015 ; Subhash *et al.*, 1995 ; and Terence & Subhash, 1987) consists of 17 questions. Measurement variable attitude consumer adopt from (Balasubramanian & Kamakura, 1989 ; Burton *et al.*, 1998 ; Makanyeza & Toit, 2016 ; and Makanyeza & Toit, 2017) consists of 6 questions. Measurement variable intention consumer (Hosein, 2013 ; and Vermeir & Verbeke, 2004) consists of 6 questions. Measurement variable behavior purchase actual (Ismail & Mokhtar, 2016 ; and Hashmi *et al.*, 2012) consists of 4 questions. So the total measurement There are 33 possible questions See Appendix 2 as well questionnaire can seen in attachment 3.

Population and Sample

Use method *survey* used in the process of collecting data in research with share questionnaire in a way *on line* use application *Google forms*. As for variables bound (*Dependent Variable*) in This study ie behavior purchase actual, whereas variable free (*Independent Variable*) in This study ie demographics consumer, consumer ethnocentrism, attitude consumer, intent consumer. Population in This study is people who consume instant noodles product artificial domestic and instant noodles product artificial abroad at least 2 times in Indonesia in the JABODETABEK area, aged 17 years up to 30 years. Research sample use technique *purposive sampling* with criteria sample that is man or Woman 17 years old up to 30 years (Hair *et al.*, 2019) .

Data Analysis Techniques

This study use approach study quantitative with method *Structural Equation Modeling* (SEM). For carry out validity and reliability tests, using device SPSS software. In validity tests, several factor checked mark *Measure of Sampling Adequacy* (MSA), *Kaiser-Meyer-Olkin Measure of Sampling* (KMO), *communalities* and component *matrix*. MSA, KMO, *communalities* and component *matrix values* that exceed 0.5 indicate suitability analysis factor. *Cronbach's value alpha* must more from 0.6 for evaluate reliability (Hair *et al.*, 2019)

Components used For analyze results study use method *Structural Equation Modeling* (SEM) test with *outer model and inner model*. Outer model testing consists of from validity convergent, validity discriminant, reliability, value *weight*, collinearity, and adjusted R *square*. Whereas in testing *inner model* with *p- value*, *t- statistics*, original sample criteria.

Validity *convergent* measured with see mark *loading factor* in the table *outer loading* as well as mark *Average Variance Extracted* (AVE). Based on standards outlined by Hair *et al.* (2021) , validity *convergent* fulfilled If mark *loading factor* > 0.7 and AVE value > 0.5.

Validity discriminant show that latent variables do not The same with other latent variables (Joseph F Hair *et al.*, 2021). Three method different can used For test validity discriminant : criteria *Fornell-Larcker*, *cross-loading* and *heterotrait-monotrait ratio* (HTMT). Criteria *Fornell-Larcker* show that latent constructs must can explain variance the indicator Alone more Good than the variance explained by other latent constructs (Joseph F Hair *et al.*, 2021). *Cross Loading* Value show correlation between a indicator to its construct and against construct other. Correlation value indicator to variable latent need show more results big rather than value the correlation to other latent variables. Validity discriminant proposed by Henseler *et al.* (2015) that is mark *Heterotrait-Monotrait Ratio* (HTMT) each variable research < 0.90 has validity good discriminant.

Hair *et al.* (2021) state that in SEM-PLS, reliability internal consistency can assessed through *Composite Reliability* (CR), where the CR value is considered reliable If more big of 0.7.

On construct formative, measurement model see *outer weight*. Statistical T value For *outer weight* must be > 1.96. This matter show that indicators the in a way significant give contribution in measure variable their respective latencies. Collinearity between indicator look at the value *Collinearity Statistics* (VIF). In table *Outer VIF Value*, VIF value < 5 which indicates collinearity low. Then, assess coefficient determination explain until variable extent exogenous capable explain endogenous variables.

Testing *inner model* (hypothesis testing) research with see results significance coefficient track. According to Hair *et al.* (2021) If statistical T value more big than T table (1.960) at level 5%, with *p-value* < 0.05 then can said there is significant influence whereas direction connection can determined with see original sample value.

RESULTS AND DISCUSSION

Respondent in This study is consumers who consume instant noodles product artificial domestic and instant noodles product artificial outside at least 2 times each, in the JABODETABEK area. Based on results spread questionnaire online, 200 respondents were collected consisting of of 50.5% of women and 49.5% of men, all has consume instant noodle products product artificial domestic and instant noodles product artificial foreign made domestic and instant noodle products product artificial domestic and instant noodles product artificial foreign made abroad at least 2 times each. Age respondents dominated by groups aged 24-30 years by 57%, with majority own education final equivalent to high school (49%). Respondent spread evenly distributed in the areas of Jakarta (20%), Bogor (20%), Depok (20%), Tangerang (20%), and Bekasi (20%). Profile complete demographics respondents can seen in attachment 4.

Testing Outer Model

Table 1. *Outer Model Results*

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Demographics Consumer	DK1	0.874	0.778	0.715	0.875
	DK2	0.890			
Consumer Ethnocentrism	KE1	0.885	0.753	0.964	0.968
	KE2	0.872			
	KE3	0.886			
	KE4	0.879			
	KE5	0.829			
	KE6	0.874			
	KE7	0.866			
	KE8	0.854			
	KE9	0.861			
	KE10	0.868			
Customer Behavior	SK1	0.804	0.728	0.925	0.941
	SK2	0.850			
	SK3	0.841			
	SK4	0.898			
	SK5	0.837			
	SK6	0.884			
Intention Consumer	NK1	0.824	0.655	0.900	0.919
	NK2	0.822			
	NK3	0.768			
	NK4	0.757			
	NK5	0.849			
	NK6	0.832			
Behavior Purchase Actual	PPA1	0.836	0.676	0.840	0.893
	PPA2	0.861			
	PPA3	0.774			
	PPA4	0.815			

Source : Results of researcher data processing, 2024

Testing validity convergent in This study show that of 33 indicators reflective own loading factor value > 0.7 and AVE value > 0.5. Full results can seen in attachment 5. Testing

reliability internal consistency shows that all over reflective latent variable own mark *Composite Reliability* > 0.70. For formative latent variables, no there is mark *Composite Reliability*.

Discriminant Validity

Table 2. Fornell-Larcker Criterion

Variable	DK	TO	NK	PPA	SK
DK	0.882				
TO	0.830	0.868			
NK	0.777	0.822	0.809		
PPA	0.769	0.816	0.981	0.822	
SK	0.893	0.948	0.87	0.863	0.853

Source : Results of researcher data processing, 2024

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Variable	DK	TO	NK	PPA	SK
DK					
TO	0.992				
NK	0.994	0.922			
PPA	0.995	0.906	1,115		
SK	1100	1,000	0.991	0.981	

Source : Results of researcher data processing, 2024

Validity test discriminant can seen in attachment 5. Based on measurement use Fornell-Larcker criterion, variable fulfil established criteria. *Cross loading* value show that all measurement items for DK, KE, NK, PPA, SK have more correlation between connection variable the main thing being measured show validity good discriminant compared to with variable other. Although Thus, research This find that for HTMT, all variable No fulfil appropriate criteria. Temporary that, relationship between variable other fulfil standard with value < 0.9.

Table 4. Outer Weight and VIF

Variable	T statistics (O/STDEV)	VIF
PPA1 <- PPA	25,651	2,049
PPA2 <- PPA	25,518	2,183
PPA3 <- PPA	27,646	1,669
PPA4 <- PPA	27,715	1,875

Source : Results of researcher data processing, 2024

Specification results mark *weight* can seen in attachment 5. *Outer weight* on the latent variable Behavior Purchase Actual proven significant or fulfil criteria with T statistics > 1.96.

Table 5. Coefficient Results Determination

Variable	R-square adjusted
TO	0.688
NK	0.755
PPA	0.961
SK	0.898

Source : Results of researcher data processing, 2024

Analysis results coefficient determination (adjusted R²) shows that variable consumer demographics can explain variable consumer ethnocentrism amounting to 68.8%, while the remaining 31.2% explained by other variables that are not researched in This study.

Variable attitude consumers, and consumers ethnocentrism capable explain variable intention consumer amounting to 75.5%, with the remaining 24.5% explained by other variables that are not researched in This study. Whereas variable intention consumer influenced behavior purchase actual 96.1% while the remaining 3.9% explained by other variables that are not researched in This study. Whereas variable consumer ethnocentrism influenced by attitude consumers 89.8% while the remaining 10.2% explained by other variables that are not researched in This study.

Table 6. Model Fit

	Saturated models	Estimated model
SRMR	0.094	0.097
d_ ULS	3,585	3,826
d_ G	2,897	2,746
Chi-square	3,413,262	3,462,486
NFI	0.551	0.544

Source : Results of researcher data processing, 2024

For model suitability test results, analysis *goodness of fit* show criteria *close fit* For RMSEA value. Next, results For *Chi Square*, *ECVI*, *AIC*, *CAIC*, *Fit Index*, *Critical N*, and *GFI* can accepted and fulfilled criteria *good fit*.

Testing *Inner Model* (Hypothesis Test)

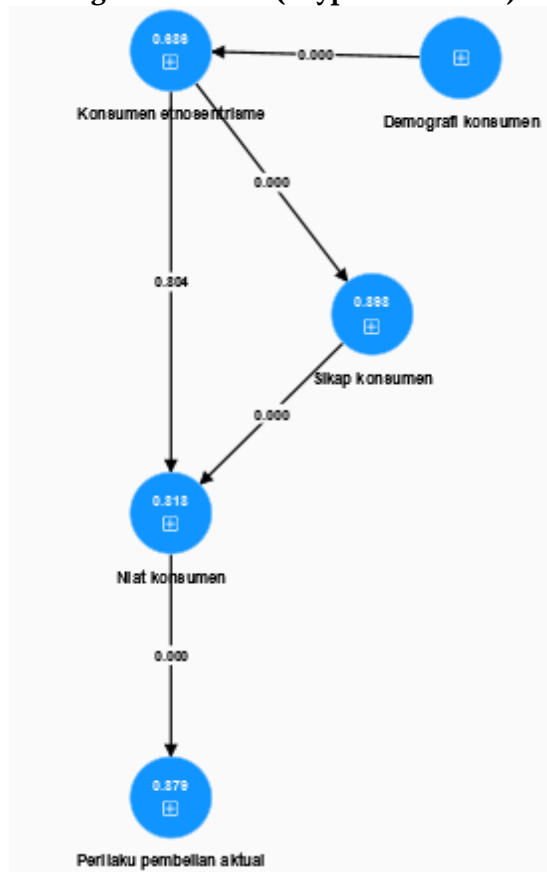


Figure 2. Hypothesis Test Results

Based on results calculation with method *bootstrapping* obtained results in the table under This :

Table 7. Hypothesis Test Results Direct

Variable	Hypothesis	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
DK -> KE	H1	0.830	0.025	32,564	0,000	Accepted
TO -> SK	H2	0.948	0.011	84,801	0,000	Accepted
SK -> NK	H3	0.861	0.055	15,649	0,000	Accepted
NK -> PPA	H4	0.991	0.016	60,319	0,000	Accepted

Source : Results of researcher data processing, 2024

Based on analysis from table, fourth proposed hypothesis get support. Testing H1 regarding influence demographics consumers (DK) towards consumer ethnocentrism (KE) shows statistical T value amounted to 30,564, which is more big from mark critical 1.960 with a p value of 0.000 which is less of 0.05, as well mark original positive sample. This result show that there is influence positive and significant between demographics consumers (DK) towards consumer ethnocentrism (KE), so that H1 can accepted. Testing H2 regarding influence consumer ethnocentrism (KE) towards attitude consumer (SK) show statistical T results as big as 84,801 with a p value of less than 0.000 of 0.05, as well original value of the sample positive. This indicates exists influence positive and significant between consumer ethnocentrism (KE) towards attitude consumer (SK), so H2 can be accepted. Testing H3 regarding influence attitude consumer (SK) against intention consumer (NK) show statistical T results as big as 15.649 with a p value of 0.000 which is less of 0.05, as well original value of the sample positive. This matter show exists influence positive and significant between attitude consumer (SK) against intention consumer (NK), so H3 can accepted. Testing H4 regarding influence intention consumer (NK) towards behavior purchase actual (PPA) shows statistical T results as big as 60.319 with a p value of 0.000 which is less of 0.05, as well original value of the sample positive. This matter show exists influence positive and significant between intention consumer (NK) towards behavior purchase actual (PPA), so H4 can accepted.

Table 8. Indirect Hypothesis Test Results

Variable	Hypothesis	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
TO ->NK	H5	0.036	0.145	0.249	0.804	Rejected

Source : Results of researcher data processing, 2024

Based on analysis from table, proposed hypothesis No get support. Testing H5 regarding influence consumer ethnocentrism (KE) towards intention consumer (NK) shows statistical T value amounting to 0.249 which is more small from mark critical 1.960 with a p value of 0.804 which is more big of 0.05, as well mark original positive sample. This result show that demographics consumers (DK) do not influential to consumer ethnocentrism (KE), so H5 is rejected.

This study disclose that characteristics demographics consumer influence on level consumer ethnocentrism. Consumer with more income tall tend more highlight ethnocentrism in preference product them, more choose goods local rather than product foreign. This matter seen from trend they For choose products produced domestic, as form support to economy local and proud to product domestic. Consumer with income more tall own Power buy more large and often more selective in choose compatible items with values they. Instant noodle products product artificial domestic and instant noodles product artificial abroad, is very popular with Indonesian consumers because besides in accordance with appetite local, also plays a role in guard field work domestically.

Purchase product This give contribute to stability economy national with create opportunity work and support business local. His height request to instant noodle products product artificial domestic and instant noodles product artificial overseas shows that consumer No only value quality and innovation but also understand importance support industry local. Popularity of instant noodles product artificial domestic and instant noodles product artificial abroad underlined that guard field Work local is priority main for Lots consumer. Guard balance between consumption product local and imported Can create healthy market dynamics, which makes it possible consumer enjoy various choice while support economy domestic. Findings This support study earlier that showed that demographics consumer influential to consumer ethnocentrism (Akbarov, 2022; Vuong & Giao, 2020) .

This study show that consumer ethnocentrism influential to attitude consumer. Instant noodles strengthen identity culture they. As example, when consumer choose product like instant noodles product artificial domestic and instant noodles product artificial abroad, they No only enjoy it tastes delicious but also contributes to the Indonesian economy. Purchase products This support sustainability jobs in the sector production and distribution, which play a role important in welfare public. With increasing demand, industry This capable maintain and create field work new, helpful reduce level unemployment. Instant noodles product artificial domestic and instant noodles product artificial known abroad No only Because it tastes delicious but also because quality high level of preparation. Product This made with ingredients choice and go through a rigorous process For ensure every dish fulfil standard satisfying culinary delights. Commitment to quality This Finally increase satisfaction and loyalty consumer to product the. Support strong consumer strengthen position products on the market as well promote values local, which in turn increase pride national. This study No support findings earlier that showed that consumer ethnocentrism No influential to attitude consumers (Zhang *et al.* 2021 ; Bryła, 2021) .

This study show that attitude consumer influential to intention consumer For do purchase. When consumers own good view to A product, them tend more planning For buy product that in the future. Attitude positive This influenced by several factors, incl quality product, experience users, and the impression left by the product. Therefore that, company need focus on creation and maintenance attitude positive among consumer they. Instant noodles product artificial domestic and instant noodles product artificial abroad is example successful product create good perception among consumer. Product This No only known because of its delicious taste, but also because method good preparation and presentation. Consumers who buy instant noodles product artificial domestic and instant noodles product artificial overseas often get experience culinary satisfaction, which contributes to perception positive to product the. Quality and consistency become key in build attitude positive consumer. I myself planning For Keep going buy instant noodle products product artificial domestic and instant noodles product artificial abroad because I enjoy various the variety of flavors it offers. Every time I think product This is me remembered of good taste and quality the presentation is satisfactory. This matter make I the more interested For buy products this is in the future, because I believe will get experience culinary delights every time enjoy it. Instant noodle products product artificial domestic and instant noodles product artificial overseas offers various different taste sensations However still satisfying, that makes I enthusiastic For try all available variants. With buy product This is me feel No only enjoy deliciousness each menu, but also supports product quality that has been become favorite many people. This study support findings earlier that showed that attitude positive consumer own influence significant to intention they For buy (Svajdova, 2021 ; Ngugi *et al.*, 2020).

This study show that intention consumer influential to behavior purchase they. When consumers own strong intentions For buy a product, them tend realize intention the in form real purchase. Intention This often triggered by experience purchase, satisfaction obtained before, or desire For try something new based on recommendation or existing reviews. I plan For buy instant noodle products product artificial domestic and instant

noodles product artificial abroad because I want to enjoy deliciousness various variant the menu. Product This known with authentic flavors and interesting variations, making it very tempting appetite For try. Desire I For feel various instant noodle menu variant product artificial domestic and instant noodles product artificial abroad to be motivation main I For enter product This on the shopping list. My decision For buy instant noodles product artificial domestic and instant noodles product artificial abroad is driven by intention beginning I as well as hope For get experience satisfying culinary delights. I really enjoy authentic and delicious taste from product this, which strengthens confidence I For do purchase. Experience positive This possibility big will influence decision I For do purchase repeat in the future. With So, intention I am strong For buy instant noodles product artificial domestic and instant noodles product artificial overseas proven impact on behavior purchase the real me. Product This No only fulfil my taste expectations, but also deliver encouraging satisfaction I For Keep going choose it as part from experience culinary I. This study support findings earlier that showed that intention consumer own influence positive to behavior purchase them (Prince *et al.* 2019 ; Ardekani *et al.* 2021).

This study reveal that consumer ethnocentrism No influence intention in buy instant noodles, okay product local nor product import. Consumers in Indonesia tend to No problematic origin their instant noodle products buy, but rather more focus on the flavors presented. This matter show that more consideration of taste dominant compared to with preference nationalism in choose instant noodle products. Apart from that, consumers with like heart buy instant noodles local nor import on occasion else, because consumer value the unique taste of each product. The feeling of satisfaction becomes factor main motivation consumer For Keep going buy various instant noodle type, without looking whether product the originate from in or overseas. This matter show that preference towards instant noodles more based on experience rather than on loyalty to product domestic. This study No support findings earlier that showed that consumer ethnocentrism own impact positive in intention they For buy product (Lee *et al.*, 2021; Basfirinci & Uk, 2020) .

CONCLUSION

In conclusion, research disclose that factors demographics, like age, income, influence to ethnocentrism as well as intention purchase consumer. Consumer with income more tall often show more ethnocentrism strong, encouraging they For more support product local, including instant noodles product artificial domestic and instant noodles product artificial overseas. Attitude ethnocentrism This influence on attitudes consumer in purchase, which is the end increase behavior purchase actual. Consumer ethnocentrism No influence intention consumer in buy instant noodles in Indonesia. Consumer more prioritize taste and satisfaction than origin product, show that more taste factor influential than loyalty to product domestic. Proud consumer to product domestically more tend For buy product the, provide positive contribution to economy local. Instant noodles product artificial domestic and instant noodles product artificial abroad, as one product popular in Indonesia, no only satisfying appetite consumer but it also plays a role in guard field Work domestic. Support to product local like instant noodles product artificial domestic and instant noodles product artificial overseas shows How preference consumer can contribute to stability economy and welfare public in a way overall.

REFERENCES

- [1] Al-Sabi, S. M., Al-Ababneh, M. M., Masadeh, M. A., & Elshaer, I. A. (2023). Enhancing Innovation Performance in the Hotel Industry: The Role of Employee Empowerment and Quality Management Practices. *Administrative Sciences*, 13(3). <https://doi.org/10.3390/admsci13030066>
- [2] Amalia, D., Ramli, A. H., & Larasati, A. (2024). Hedonic Motive, Utilitarian Motive, Shopping Intention Dan Impulsive Buying Pada E-Commerce Shopee. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 06(01), 132–147.

- <https://doi.org/https://doi.org/10.52005/bisnisan.v6i1.200>
- [3] Ametepe, P. K., Otuaga, E. U., Nnaji, C. F., & Arilesere, M. S. (2024). The moderating role of workplace ostracism between employee training, employee participation and organizational commitment among bank employees. *Arab Gulf Journal of Scientific Research*, 42(2), 239–258. <https://doi.org/10.1108/AGJSR-11-2022-0249>
- [4] Amir, W. M. (2022). Impact of intransic and extrinsic reward on employee's motivation in Banking Sector of Pakistan (Case study of leading commercial). *Journal of Economic Development, Management, IT, Finance and Marketing*, 14(2), 1–18.
- [5] Andoh, R. P. K., Owusu, E. A., Annan-Prah, E. C., & Boamong, G. N. (2022). Training value, employee internal states and training transfer: examining the web of relationships. *Learning Organization*, 29(6), 688–705. <https://doi.org/10.1108/TLO-09-2022-0100>
- [6] Arbol, D. M., & Ramli, A. H. (2024). Trust, Perceived Behavioral Control, Perceived Value and Effect Moderation of Optimism-Pessimism Level on Behavioral Intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 701–718. <https://doi.org/10.37641/jimkes.v12i3.2567>
- [7] Ardekani, Z. F., Akbari, M., Pino, G., Zúñiga, M. Á., & Azadi, H. (2021). Consumers' willingness to adopt genetically modified foods. *British Food Journal*, 123(3), 1042–1059. <https://doi.org/10.1108/BFJ-04-2019-0260>
- [8] Bachtiar, I. H., Supiati, Gazali, Safrin, A., Ramli, A. H., & Mariam, S. (2023). Pelatihan Pencatatan Keuangan Usaha Dalam Rangka Pemberdayaan Pelaku Ekonomi Kreatif Di Desa Pabben-Tengang. *Jurnal Pengabdian Masyarakat AbdiMas*, 9(3), 442–446. <https://doi.org/10.47007/abd.v9i05.6729>
- [9] Chandra, K., Takaya, R., & Ramli, A. H. (2019). The Effect Of Green Brand Positioning, And Green Brand Knowledgeon Brand Image, And Green Purchase Intentionin Green Products Consumers. *International Journal of Business and Management Invention (IJBMI) ISSN*, 8(07), 47–52. www.ijbmi.org
- [10] Chandra, T., Hafni, L., Chandra, S., Winardi, I., & Chandra, J. (2020). Effect of Student Service Quality and University Image on Student Satisfaction, Loyalty, and Motivation. *Revista Argentina de Clínica Psicológica*, XXIX, 789–798. <https://doi.org/10.24205/03276716.2020.778>
- [11] Creon, L. E., & Schermuly, C. C. (2022). A new path to training transfer: Transformational trainers and psychologically empowered training participants. *International Journal of Training and Development*, 26(2), 228–244. <https://doi.org/10.1111/ijtd.12256>
- [12] Curcuruto, M., & Griffin, M. A. (2023). Upward safety communication in the workplace: How team leaders stimulate employees' voice through empowering and monitoring supervision. *Safety Science*, 157(September 2022), 105947. <https://doi.org/10.1016/j.ssci.2022.105947>
- [13] De Vries, M., Rowson, B., & Vasse, X. (2020). The impact of internal communication on customers' perception of revenue strategies. *Research in Hospitality Management*, 10(2), 69–74. <https://doi.org/10.1080/22243534.2020.1869458>
- [14] Dewi, N. P. K., & Ramli, A. H. (2023). E-Service Quality, E-Trust dan E- Customer Satisfaction Pada E-Customer Loyalty Dari Penggunaan E-Wallet OVO. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 321–338. <https://doi.org/10.37641/jimkes.v11i2.2000>
- [15] Diatmono, P., Mariam, S., & Ramli, A. H. (2020). Analysis of Human Capital in Talent Management Program, Training and Development to Improve Employee Competence Case Study in BSG Group. *Business and Entrepreneurial Review*, 20(1), 45–66. <https://doi.org/10.25105/ber.v20i1.6812>
- [16] Eki, E., & Ramli, A. H. (2024). The effect of implementing remote work policies post-Covid-19 on private bank back office employees. *Jurnal Manajemen Strategi Dan*

- [17] Elciano, A. B., Ria Atmaja, D., Rojuaniah, Larasati Hazrati Hafidz, I., & Trianda, F. (2023). *Jurnal Informatika Ekonomi Bisnis Pengaruh Faktor Kualitas Layanan Aplikasi J & T Express terhadap*. 5, 844–851.
- [18] Ertan, A. S., & Aeşen, H. (2019). Positive organizational scholarship in healthcare: The impact of employee training on performance, turnover, and stress. *Journal of Management and Organization*, 28, 1301–1320. <https://doi.org/10.1017/jmo.2019.61>
- [19] Ewing, M., Men, L. R., & O'Neil, J. (2019). Using Social Media to Engage Employees: Insights from Internal Communication Managers. *International Journal of Strategic Communication*, 13(2), 110–132. <https://doi.org/10.1080/1553118X.2019.1575830>
- [20] Fachridian, A., Ramli, A. H., & de Araujo, L. M. (2024). IMPLEMENTATION OF ORGANIZATIONAL AGILITY STRATEGIES TO MEET THE CHALLENGES OF DIGITAL TRANSFORMATION IN GOVERNMENT ORGANIZATIONS. *Media Ekonomi Dan Manajemen*, 39(2), 215–233. <https://doi.org/http://dx.doi.org/10.56444/mem.v39i2.4575>
- [21] Fan Fah, C., Seow Voon, C., & Professor, A. (2016). Impact of Employee Training on Guests" Satisfaction: A Survey on 5 Star Hotels in Kuala Lumpur. *Australian Journal of Basic and Applied Sciences*, 10(3), 5–9.
- [22] Febriani, F. A., Ramli, A. H., & Reza, H. K. (2023). Pengaruh Budaya Organisasi Terhadap Kinerja Karyawan Melalui Keterikatan Karyawan. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 309–320. <https://doi.org/10.37641/jimkes.v11i2.1999>
- [23] Ghazmahadi, Basri, Y. Z., Kusnadi, & Ramli, A. H. (2020). The Influence Of Strategic Management Information System, Strategic Partnership On Organizational Performance Mediated By Organizational Culture In Occupational Safety and Health (OSH) Service Centre In Indonesia. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 4(1), 32–39.
- [24] Golding, S. E., Bondaronek, P., Bunten, A. K., Porter, L., Maynard, V., Rennie, D., Durlik, C., Sallis, A., & Chadborn, T. (2022). Interventions to change purchasing behaviour in supermarkets: a systematic review and intervention content analysis. *Health Psychology Review*, 16(2), 305–345. <https://doi.org/10.1080/17437199.2021.1911670>
- [25] Gomes, D. R., Ribeiro, N., & Santos, M. J. (2023). “Searching for Gold” with Sustainable Human Resources Management and Internal Communication: Evaluating the Mediating Role of Employer Attractiveness for Explaining Turnover Intention and Performance. *Administrative Sciences*, 13(1). <https://doi.org/10.3390/admsci13010024>
- [26] Gunawan, T., & Ramli, A. H. (2023). The Influence Of Firm Size, Leverage, Liquidity, Cash Turnover On Profitability. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 638–652. <https://doi.org/10.37641/jiakes.v11i3.2383>
- [27] Haikal, D. M., & Suliyanto. (2018). Research Gap Negatif. *Journal of Accounting Management and Economics*, 20(2), 42–54.
- [28] Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2018). The Results of PLS-SEM Article information. *European Business Review*, 31(1), 2–24.
- [29] Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- [30] Hair, Joseph F, Sarstedt, M., & Ringle, C. M. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*.
- [31] Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). *A new criterion for assessing discriminant validity in variance-based structural equation modeling*. 115–135. <https://doi.org/10.1007/s11747-014-0403-8>

- [32] Huis, M., Lensink, R., Vu, N., & Hansen, N. (2019). Impacts of the Gender and Entrepreneurship Together Ahead (GET Ahead) training on empowerment of female microfinance borrowers in Northern Vietnam. *World Development*, 120, 46–61. <https://doi.org/10.1016/j.worlddev.2019.04.001>
- [33] Hung, Y., de Kok, T. M., & Verbeke, W. (2016). Consumer attitude and purchase intention towards processed meat products with natural compounds and a reduced level of nitrite. *Meat Science*, 121, 119–126. <https://doi.org/10.1016/j.meatsci.2016.06.002>
- [34] Imam, H., Sahi, A., & Farasat, M. (2023). The roles of supervisor support, employee engagement and internal communication in performance: a social exchange perspective. *Corporate Communications*, 28(3), 489–505. <https://doi.org/10.1108/CCIJ-08-2022-0102>
- [35] Imran, B., Arvian, D., & Ramli, A. H. (2020). Work Life Balance Effect (Case Investigation on PT PJB Power Plant Maintenance Unit). *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 68–71. <https://doi.org/10.2991/aebmr.k.200915.017>
- [36] Imran, B., Mariam, S., Aryani, F., & Ramli, A. H. (2020). Job Stress, Job Satisfaction and Turnover Intention. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 290–292. <https://doi.org/10.2991/aebmr.k.200915.065>
- [37] Indiani, N. L. P., & Febriandari, S. N. S. (2021). Key antecedents of consumer purchasing behaviour in emerging online retail market. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1978370>
- [38] Indriani, S., & Ramli, A. H. (2024). Earnings Management, Leverage, Good Corporate Governance, And Tax Avoidance. *Jurnal Ilmiah Akuntansi Kesatuan*, 12(1), 93–106. <https://doi.org/10.37641/jiakes.v11i3.2064>
- [39] Ismail, S., & Mohd Mokhtar, S. S. (2016). Linking attitude to actual purchase of herbal product in Malaysia: The moderating role of perceived risk. *Journal of Asian Business Strategy*, 6(2), 22–30. <https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.22.30>
- [40] Jacobsen, C. B., & Salomonsen, H. H. (2021). Leadership strategies and internal communication in public organizations. *International Journal of Public Sector Management*, 34(2), 137–154. <https://doi.org/10.1108/IJPSM-03-2020-0086>
- [41] Jia, Q., Zhou, S., Liu, R., Zuo, Y., Pan, C., Chen, Y., Gong, Y., & Chen, R. (2023). How Social Norms Influence Purchasing Intention of Domestic Products: The Mediating Effects of Consumer Ethnocentrism and Domestic Product Judgments. *Behavioral Sciences*, 13(6). <https://doi.org/10.3390/bs13060453>
- [42] Kadir, I., & Ramli, A. H. (2024). The Role of Transformational Leadership and Performance Incentives on Job Performance Mediated by Mediating Work Engagement in Hospitals. *Journal of Research Administration*, 6(1), 5827–5847. <https://journalra.org/index.php/jra/article/view/1812>
- [43] Kalim, M. N., Prasetyo, W. B., Ramli, A. H., & Mariam, S. (2024). Perceived Value, E-Trust, E-Satisfaction, and E-Loyalty on Online Trip Clients in Jakarta. *Majalah Ilmiah Bijak*, 21(1), 86–102. <https://ojs.stiami.ac.id/index.php/bijak/article/view/3673>
- [44] Kanbur, A., & Elkhdr, H. R. H. (2022). Evaluating the Linkage Between Employee Training Programmes and Prosocial Organizational Behavior. *Business and Economics Research Journal*, 13(1), 75–88. <https://doi.org/10.20409/berj.2022.362>
- [45] Kant, R., & Jaiswal, D. (2017). The impact of perceived service quality dimensions on customer satisfaction: An empirical study on public sector banks in India. *International Journal of Bank Marketing*, 35(3), 411–430. <https://doi.org/10.1108/IJBM-04-2016-0051>
- [46] Khasanah, S., Abduh, S., Tanti, E., & Ramli, A. H. (2021). The Effect of Organizational Culture, Job Satisfaction and Compensation Mediated by

- Motivaton on Women Navi's Performance at The Indonesian Navy Headquarters. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 5(5), 106–115.
- [47] Kirana, O. A., & Mulyana, M. (2022). FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT MAHASISWA IBI KESATUAN UNTUK BERWIRUSAHA BIDANG PARIWISATA. *Bogor Hospitality Journal*, 6(2), 1–12.
- [48] Kulsum, U., Yanuar, T., & Syah, R. (2018). The Effect of Service Quality on The Patient Satisfaction. *International Journal of Modern Trends in Engineering & Research*, 5(6), 34–36. <https://doi.org/10.21884/ijmter.2018.5167.hztsj>
- [49] Kupczyk, T., Gross-Gołacka, E., & Kubicka, J. (2023). Training Employees in Sustainability and Assessing their Ability to Implement Bottom-up Changes in Companies for the Green Revolution-A Comparative Analysis in Poland and India. *European Research Studies Journal*, XXVI(1), 94–107.
- [50] Kurniawati, E., & Ramli, A. H. (2024). The Influence of Procedural Justice, Organizational Trust, and Organizational Commitment on Work Engagement. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 755–772. <https://doi.org/10.37641/jimkes.v12i3.2336>
- [51] Kurniawati, K., Elistia, E., Mariam, S., & Ramli, A. H. (2024). THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL CULTURE, CHANGE MANAGEMENT AND TURNOVER INTENTION. *Dinamika Kreatif Manajemen Strategis*, 06(1), 177–207. <https://journalpedia.com/1/index.php/dkms/index>
- [52] Lasrado, F., & Nyadzayo, M. (2020). Improving service quality: Examining the drivers and outcomes of TQM internalization in organizations. *International Journal of Quality and Reliability Management*, 37(3), 393–410. <https://doi.org/10.1108/IJQRM-08-2019-0253>
- [53] Lee, H. M., Chen, T., Chen, Y. S., Lo, W. Y., & Hsu, Y. H. (2021). The effects of consumer ethnocentrism and consumer animosity on perceived betrayal and negative word-of-mouth. *Asia Pacific Journal of Marketing and Logistics*, 33(3), 712–730. <https://doi.org/10.1108/APJML-08-2019-0518>
- [54] Maharani, R., & Ramli, A. H. (2024). The Roles of Family-Supportive Supervisor Behaviour, Work-Life Balance, Job Satisfaction, Motivation, and Job Performance Among Married Private Employees. *Journal of Human Resource Management*, XXVII(1), 39–54. <https://doi.org/10.46287/PKYK4429>
- [55] Makhamreh, H. Z., Alsakarneh, A., Eneizan, B., & Ngah, A. H. (2022). Employee Motivation, Job Satisfaction, Customer Satisfaction, and Firm Performance: the Moderating Role of Employee Empowerment. *Business: Theory and Practice*, 23(2), 357–364. <https://doi.org/10.3846/btp.2022.15316>
- [56] Mariam, S., Aryani, F., Mustikasari, D. S., & Ramli, A. H. (2021). Determinant of Net Interest Margin Banking In Indonesia, During The Period 2009 - 20018. *Ilomata International Journal of Management*, 2(4), 300–308. <https://doi.org/10.52728/ijjm.v2i4.385>
- [57] Mariam, S., Febrian, E., Anwar, M., Sutisna, Imran, B., & Ramli, A. H. (2020). Unique Capability for Poultry Distributor Companies. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 54–58. <https://doi.org/10.2991/aebmr.k.200915.014>
- [58] Mariam, S., Panji Kresna, E., & Ramli, A. H. (2022). The Effect of Diferentiation, Price, and Facility on Customers' Satisfaction (Case Study on Goen Authentic In East Jakarta). *Majalah Ilmiah Bijak*, 19(1), 96–106. <https://doi.org/10.31334/bijak.v19i1.2193>
- [59] Mariam, S., Putra, A. H. P. K., Ramli, A. H., & Aryani, F. (2023). Analysis of the Effect of Debt Level, Market Orientation, and Financial Literacy on Microenterprise Financial Performance: The Mediating Role of Consumer

- Behaviour. *ATESTASI: JURNAL ILMIAH AKUNTANSI*, 6(2), 469–494. <https://doi.org/doi.org/10.57178/atestasi.v6i2.706> : 2621-1963 : 2621-1505
- [60] Mariam, S., & Ramli, A. H. (2021). Effect of Resources on Competitive Strategies Through Unique Capability in Chicken Distributor Companies in Dki Jakarta Province. *ICSTIAMI 2019, July 17-18, Jakarta, Indonesia*. <https://doi.org/10.4108/eai.17-7-2019.2302897>
- [61] Mariam, S., & Ramli, A. H. (2022). Pengenalan Digital Marketing E-Katalog bagi UMKM Binaan Jakpreneur. *Jurnal Komunitas: Jurnal Pengabdian Kepada Masyarakat*, 5(1), 74–83. <https://doi.org/10.31334/jks.v5i1.2429>
- [62] Mariam, S., & Ramli, A. H. (2023). Pelatihan Dan Pendampingan Membangun Praktik Digital Marketing Unggul Untuk Peningkatan Pemasaran UMKM Di Kota Jakarta Barat. *Indonesian Collaboration Journal of Community Services*, 3(4), 379–390. <https://doi.org/https://doi.org/10.53067/icjcs.v3i4.149>
- [63] Mariam, S., & Ramli, A. H. (2020). Peran Mediasi Strategic Change Management pada Usaha Mikro Kecil dan Menengah dalam Kondisi Pandemi Covid-19. *Prosiding Seminar Stiami*, 7(2), 46–52. <https://ojs.stiami.ac.id/index.php/PS/article/view/954>
- [64] Marlina, T., Anggraini, R. F. N., & Rachman, R. (2022). Pengaruh Profitabilitas Dan Likuiditas Terhadap Harga Saham Sebelum Dan Saat Pandemi Covid-19: Studi Kasus Pada Perusahaan Sektor Industri Farmasi dan Sektor Industri Food and Beverage Yang Terdaftar di Bursa Efek Indonesia. *Jurnal Ilmiah Manajemen Kesatuan*, 10(3), 413-432.
- [65] Mashadi, M., Mekaniwati, A., & Mulyana, M. (2024). SUSTAINABLE DIGITAL MARKETING. *Kesatuan Press*.
- [66] Mbangeleli, N., & Ojugbele, H. O. (2021). An investigation of employee empowerment as an organisational culture in the South African public sector. *International Journal of Research in Business and Social Science (2147- 4478)*, 10(6), 111–120. <https://doi.org/10.20525/ijrbs.v10i6.1260>
- [67] Mbango, P. (2018). Examining the effects of customer satisfaction on commitment and repurchase intentions of branded products. *Cogent Social Sciences*, 4(1), 1–17. <https://doi.org/10.1080/23311886.2018.1521056>
- [68] Megawaty, M., Hendriadi, H., Toaha, M., Kausar, A., Ramli, A. H., & Mariam, S. (2024). Pendampingan Peningkatan Kapasitas Usaha Kerajinan Kue Tradisional di Kelurahan Lembo. *Jurnal Komunitas: Jurnal Pengabdian Kepada Masyarakat*, 6(2), 290–298. <https://ojs.stiami.ac.id/index.php/jks/article/view/3791>
- [69] Meidiyanty, E., Ramli, A. H., & Mariam, S. (2023). Peran Mediasi Dari Inovasi Karyawan Pada Hubungan Antara Internet Banking dan Kinerja Karyawan. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 5(2), 106–117. <https://doi.org/https://doi.org/10.52005/bisnisan.v5i2.162>
- [70] Meira, J. V. de S., Hancer, M., Anjos, S. J. G. Dos, & Eves, A. (2023). Human Resources Practices and Employee Motivation in the Hospitality Industry: a Cross-Cultural Research. *Tourism and Hospitality Management*, 29(2), 157–167. <https://doi.org/10.20867/thm.29.2.1>
- [71] Miaty, I. J., Muslim, M., & Ramli, A. H. (2024). The Influence of Hospitality Marketing Performance On The Lack of Visitors In The Hospitality Business. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1065–1080. <https://doi.org/10.37641/jimkes.v12i4.2171>
- [72] Milana, E. (2018). Impact of job satisfaction on public service quality: Evidence from Syria. *Serbian Journal of Management*, 13(2), 233–250. <https://doi.org/10.5937/sjm13-14734>
- [73] Montano, D., Glanz, K., Kasprzyk, D., & Rimer, B. (2008). *Theory of reasoned action, theory of planned behavior, and the integrated behavioral model*. (Issue January).
- [74] Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, 23(3), 347–364.

- <https://doi.org/10.1016/j.ijforecast.2007.05.015>
- [75] Muchandiona, C., Kakava, N. Z., & Makanyeza, C. (2021). The effect of consumer ethnocentrism on the acceptance of imported grocery products in Harare, Zimbabwe. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1963167>
- [76] Mulya, M. R. Z., & Ramli, A. H. (2023). Pengaruh Agile Work Practice Terhadap Safety Compliance dan Emotional Fatigue Melalui Job Demand pada Wartawan Indonesia. *Jurnal Aplikasi Manajemen Dan Bisnis*, 9(3), 1020–1027. <https://doi.org/http://dx.doi.org/10.17358/jabm.9.3.1020>
- [77] Mulyadi, H., Basri, Y. Z., Ramli, A. H., & Takaya, R. (2020). Influence of Competency, Organization Learning On Strategic Change Management and Its Implications on Military Sealift Command. *International Journal of Business and Management Invention*, 9(10), 13–21. <https://doi.org/10.35629/8028-0910011321>
- [78] Munawar, A., Rahmayanti, R., & Mulyana, M. (2022). The Effect Of Intellectual Capital, Company Growth, And Return On Assets On Company Value [Study on Building Construction Subsector Companies Listed on the Indonesia Stock Exchange for the 2016-2021 Period].
- [79] Munawar, A., Marlina, T., & Wibowo, W. (2024). SUSTAINABLE FINANCIAL MANAGEMENT. *Kesatuan Press*.
- [80] Novarian, F., & Ramli, A. H. (2020). The Mediating Role of Job Satisfaction in the Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 293–297. <https://doi.org/10.2991/aebmr.k.200915.066>
- [81] Novianti, I. E., & Ramli, A. H. (2023). The influence of intrinsic and extrinsic motivation on employee engagement And Job Satisfaction In The Snack Food Industry. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1389–1400. <https://doi.org/10.37641/jimkes.v11i3.2306>
- [82] Nurcahyani, W., Ramli, A. H., Larasati, A., & Reza, H. K. (2023). Influence Audit Fee, Tenure Audit And KAP Rotation On Audit Quality Empirical Study on BUMN Banking in Indonesia. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 613–624. <https://doi.org/10.37641/jiakes.v11i3.1259>
- [83] Nurdiansyah, R., Mariam, S., Ameido, M. A., & Ramli, A. H. (2020). Work Motivation, Job Satisfaction and Employee Performance. *Business and Entrepreneurial Review*, 20(2), 153–162. <https://doi.org/10.25105/ber.v20i2.8006>
- [84] Nwachukwu, C., Chládková, H., Agboga, R. S., & Vu, H. M. (2021). Religiosity, employee empowerment and employee engagement: an empirical analysis. *International Journal of Sociology and Social Policy*, 41(11–12), 1195–1209. <https://doi.org/10.1108/IJSSP-03-2021-0060>
- [85] Potnuru, R. K. G., Sahoo, C. K., & Sharma, R. (2019). Team building, employee empowerment and employee competencies: Moderating role of organizational learning culture. *European Journal of Training and Development*, 43(1–2), 39–60. <https://doi.org/10.1108/EJTD-08-2018-0086>
- [86] Pratama, M. P., Ramli, A. H., & Mariam, S. (2023). Customer Engagement, Customer Satisfaction, Customer Commitment And Customer Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1437–1452. <https://doi.org/10.37641/jimkes.v11i3.2309>
- [87] Pratama, R. A., Prasetyo, W. B., & Ramli, A. H. (2023). E-Loyalty In Online Shopping. *JIMKES Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1377–1388. <https://doi.org/10.37641/jimkes.v11i3.2313>
- [88] Prince, M., Yaprak, A. N., & Palihawadana, D. (2019). The moral bases of consumer ethnocentrism and consumer cosmopolitanism as purchase dispositions. *Journal of Consumer Marketing*, 36(3), 429–438. <https://doi.org/10.1108/JCM-11-2017-2432>
- [89] Qazzafi, S. (2020). Factor Affecting Consumer Buying Behavior: A Conceptual

- Study. *IJSRD-International Journal for Scientific Research & Development* |, 8(2), 1205–1208.
- [90] Rabbad, R., Justiana Astuti, H., Tubastuvi, N., & Cinintya Pratama, B. (2024). The effect of Islamic leadership, organizational culture, motivation, work environment, and job satisfaction on employee performance. *International Journal of Research in Business and Social Science (2147- 4478)*, 13(3), 205–222. <https://doi.org/10.20525/ijrbs.v13i3.3402>
- [91] Rahman, M. F., Susanti, E., & Rojuaniah, R. (2021). The Role of Training Satisfaction and Work Engagement on Employee's OCB. *International Journal of Multicultural and Multireligious Understanding*, 8(4), 44. <https://doi.org/10.18415/ijmmu.v8i4.2439>
- [92] Rahmawati, A., & Ramli, A. H. (2024). E-Trust, Perceived Ease Of Use, E-Satisfaction And E-Loyalty For Users Of The Tiktok Shop Application. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 279–294. <https://doi.org/10.37641/jimkes.v12i1.2209>
- [93] Ramadania, R., Suh, J., Rosyadi, R., Purmono, B. B., & Rahmawati, R. (2023). Consumer ethnocentrism, cultural sensitivity, brand credibility on purchase intentions of domestic cosmetics. *Cogent Business and Management*, 10(2), 1–16. <https://doi.org/10.1080/23311975.2023.2229551>
- [94] Ramli, A. H. (2013). Pengaruh Sistem Penyampaian Jasa terhadap Citra Rumah Sakit Swasta Tipe C di Makassar. *Media Riset Bisnis & Manajemen*, 13(2), 147–168. <https://doi.org/httphttps://doi.org/10.25105/mrbm.v13i2.1132>
- [95] Ramli, A. H. (2019a). Patient Satisfaction, Hospital Image and Patient Loyalty in West Sulawesi Province. *Business and Entrepreneurial Review*, 17(1), 1–14. <https://doi.org/10.25105/ber.v17i1.5088>
- [96] Ramli, A. H. (2019b). PERSON-ORGANIZATION FIT DALAM RANTAI DISTRIBUSI PEMASARAN. *Jurnal Manajemen Dan Pemasaran Jasa*, 12(1), 77–92. <https://doi.org/10.25105/JMPJ.V12I1.3763>
- [97] Ramli, A. H. (2020a). Employee Innovation Behavior in Health Care. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 31–34. <https://doi.org/10.2991/aebmr.k.200915.008>
- [98] Ramli, A. H. (2020b). The mediator role of leader-member exchange in empirical test. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(1), 127–136. <https://doi.org/10.25105/JMPJ.V13I1.6152>
- [99] Ramli, A. H., Arsil, Takaya, R., & Mariam, S. (2020). Professional Identity in Private Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(ICMAE), 167–171. <https://doi.org/10.2991/aebmr.k.200915.039>
- [100] Ramli, A. H., & Mariam, S. (2020). Organisational commitment and job performance in banking industry. *International Journal of Scientific & Technology Research*, 9(3), 1708–1713.
- [101] Ramli, A. H., & Novariani, F. (2020). Emotional Intelligence, Organizational Commitment and Job Performance in the Private Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 280–284. <https://doi.org/10.2991/aebmr.k.200915.063>
- [102] Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38(February), 157–165. <https://doi.org/10.1016/j.jretconser.2017.06.004>
- [103] Rinaldi, G., & Ramli, A. H. (2023). Pengaruh Tranformational Leadership Terhadap Turnover Intention Pada Karyawan Perusahaan Swasta di Jakarta. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(4), 3088–3094. <https://doi.org/http://doi.org/10.55338/jpkmn.v4i4.1699>
- [104] Rizky, A. O., Ramli, A. H., & Mariam, S. (2023). LEADER-MEMBER EXCHANGE, COMMUNICATION SATISFACTION, JOB SATISFACTION,

- EMPLOYEE ENGAGEMENT DAN EMPLOYEE PERFORMANCE. *JURNAL LENTERA BISNIS*, 12(September), 667–682. <https://doi.org/10.34127/jrlab.v12i3.891>
- [105] Rumaidlany, D., Mariam, S., & Ramli, A. H. (2022). PENGARUH BRAND IMAGE DAN BRAND AWARENESS TERHADAP KEPUT USAN PEMBELIAN PADA MC DONALD ' S. *JURNAL LENTERA BISNIS*, 11(2), 102–108. <https://doi.org/10.34127/jrlab.v11i2.567>
- [106] Sahir, S. H. (2022). *Metode Penelitian*.
- [107] Salem, M. Z. Y. (2016). Factors Affecting Consumer Attitudes, Intentions and Behaviors toward SMS Advertising in Palestine. *Indian Journal of Science and Technology*, 9(4). <https://doi.org/10.17485/ijst/2016/v9i4/80216>
- [108] Salma, A. N., & Ramli, A. H. (2023). Pengaruh Ethical dan Transformational Leadership Terhadap Employee Creativity, OCB dan Work Engagement Pada UMKM. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(3), 2946–2953. <https://doi.org/https://doi.org/10.55338/jpkmn.v4i2.1675>
- [109] Samuel, L., & Ramli, A. H. (2024). Pengaruh Kepemimpinan Digital dan Pemberdayaan Karyawan Terhadap Kinerja Karyawan Dimediasi oleh Komitmen Organisasi Pada Industri Manufaktur. *Journal of Economics and Business UBS*, 13(1), 282–295. <https://doi.org/https://doi.org/10.52644/joeb.v13i1.1501>
- [110] Santos, T., Santos, E., Sousa, M., & Oliveira, M. (2024). The Mediating Effect of Motivation between Internal Communication and Job Satisfaction. *Administrative Sciences*, 14(4). <https://doi.org/10.3390/admsci14040069>
- [111] Saqib Nawaz, M., Hassan, M., Hassan, S., Shaukat, S., & Ullah, A. (2014). Impact of Employee Training and Empowerment on Employee Creativity Through Employee Engagement: Empirical Evidence from the Manufacturing Sector of Pakistan. *World Applied Sciences Journal*, 32(5), 921–929. <https://doi.org/10.5829/idosi.wasj.2014.32.05.65>
- [112] Sardana, D., Gupta, N., Zhu, Y., Parida, S., Garg, S., & Paruchuri, S. (2024). Still waters run deep: differences in employee empowerment between public and private sector firms in India. *International Journal of Human Resource Management*, 35(8), 1512–1546. <https://doi.org/10.1080/09585192.2024.2309150>
- [113] Sari, P. I. P., & Ramli, A. H. (2023). The Effect Of Leverage, Company Size, Company Risk On Tax Avoidance In 2020-2022 Case Study of a Manufacturing Company in the Raw Materials Sector. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 625–636. <https://doi.org/10.37641/jiakes.v11i3.2074>
- [114] Shriedeh, F. B., Hanaysha, J. R., & Gulseven, O. (2024). Impact of Product Assortment, Perceived Service Quality, Website Quality, and Customer Reviews on Customer Happiness and Word of Mouth. *Pakistan Journal of Commerce and Social Sciences*, 18(1), 157–180.
- [115] Sibonde, A. H., & Dassah, M. O. (2021). The relationship between employee motivation and service quality: Case study of a selected municipality in the Western Cape province, South Africa. *Africa's Public Service Delivery and Performance Review*, 9(1), 1–13. <https://doi.org/10.4102/apsdpr.v9i1.499>
- [116] Sinurat, A. E. T., Ramli, A. H., & Purnomo, S. H. (2024). Pengaruh E-Service Quality, E-Trust, E-Customer Satisfaction Terhadap E-Customer Loyalty Pada Marketplace Shopee. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 5(3), 80–102. <https://doi.org/https://doi.org/10.52005/bisnisan.v5i03>
- [117] Situmorang, N., Ramli, A. H., & Reza, H. K. (2023). PENGARUH PENGEMBANGAN KARIR TERHADAP TURNOVER INTENTION MELALUI KINERJA KARYAWAN YANG DIMODERASI OLEH BUDAYA ORGANISASI. *Jurnal Lentera Bisnis*, 12(September), 633–646. <https://doi.org/10.34127/jrlab.v12i3.890>
- [118] Siyum, B. A. (2024). Service quality gap in Ethiopia: expected and perceived services in the public sector. *Cogent Social Sciences*, 10(1).

- <https://doi.org/10.1080/23311886.2024.2359269>
- [119] Steven, J., Ramli, A. H., & Mariam, S. (2023). E-Service Quality, E-Wallet Dan Kepercayaan Terhadap Minat Beli Pada Pengguna Pembayaran Non Tunai Aplikasi Shopee. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 267–278. <https://doi.org/10.37641/jimkes.v11i2.1997>
- [120] Su, D. N., Nguyen-Phuoc, D. Q., & Johnson, L. W. (2021). Effects of perceived safety, involvement and perceived service quality on loyalty intention among ride-sourcing passengers. *Transportation*, 48(1), 369–393. <https://doi.org/10.1007/s11116-019-10058-y>
- [121] Sukarno, D. B., Umar, H., & Ramli, A. H. (2020). The Effect of Corporate Entrepreneurship, Organizational Culture Through Innovation of Firm Performance in The Strategic Industry of State Defense. *American Research Journal of Business and Management*, 6(1), 1–5. <https://doi.org/10.21694/2379-1047.20008>
- [122] Sultana, S., Salman, Y., & Irfan, S. (2020). Exploring the relationship of HRM Practices on Employee motivation in public organizations: A systematic Literature review. *Global Management Journal for Academic & Corporate Studies*, 10(1), 143–163.
- [123] Supiati, S., Hafidah, A., & Ramli, A. H. (2021). Analysis of Market Retribution Management Systems in Efforts of Increasing Regional Original Income in The Office of Pd. Makassar Raya Market, Makassar City. *Business and Entrepreneurial Review*, 21(1), 23–46. <https://doi.org/10.25105/ber.v21i1.9224>
- [124] Supriadi, Y., Standika, C., & Nurisnaini, N. (2024). The Influence Of Liquidity, Leverage, Profitability, And Inflation On Stock Prices: Case Study of Trading Companies on the Indonesian Stock Exchange for the 2017–2021 Period. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 629–636.
- [125] Suryanarayana, A. (2022). Impact of Leadership Styles on Employees' Innovation Behavior in Select Private Commercial Banks: Mediating Role of Knowledge Sharing and Empowerment. *Review of Integrative Business and Economics Research*, 12(3), 19–49.
- [126] Sutriani, S., Muslim, M., & Ramli, A. H. (2024). The Influence Of Experience, Satisfaction And Service Quality On Word Of Mouth Intentions And Customer Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1037–1052. <https://doi.org/10.37641/jimkes.v12i4.2605>
- [127] Svajdova, L. (2021). Consumer Behaviour in Tourism. *WSEAS Transactions on Business and Economics*, 18, 1397–1405. <https://doi.org/10.37394/23207.2021.18.129>
- [128] Sylvia, S., & Ramli, A. H. (2023). The Influence Of E-WOM On Purchase Intention With Brand Image As A Mediator Variable. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1535–1544. <https://doi.org/10.37641/jimkes.v11i3.2307>
- [129] Sylvyani, N. R., & Ramli, A. H. (2023). Transformational Leadership, Knowledge Sharing Dan Organizational Commitment Terhadap Job Satisfaction. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 339–352. <https://doi.org/10.37641/jimkes.v11i2.2001>
- [130] Takaya, R., Arsil, & Ramli, A. H. (2020). Perceived Organizational Support and Turnover Intention. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 59–63. <https://doi.org/10.2991/aebmr.k.200915.015>
- [131] Takaya, R., Ramli, A. H., & Lukito, N. (2019). The effect of advertisement value and context awareness value on purchase intention through attitude brands and advertising attitude in smartphone advertising. *International Journal of Creative Research and Studies*, 3(3), 106–118. <http://www.ijcrs.org/issue-details/191>
- [132] Terence, A. S., & Subhash, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, XXIV(9), 280–289.
- [133] Thamanda, D. R., Mariam, S., & Ramli, A. H. (2024). The Influence of Promotion and Perceived Trust on Purchase Intention in Beauty Product E-Commerce. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1295–1316.

- <https://doi.org/10.37641/jimkes.v12i4.2641>
- [134] Urbancova, H., Vrabcova, P., Pacáková, Z., & Janků, Š. (2023). Top-down internal communication and its importance for the sustainability of agricultural organizations from the perspective of Tomas Bata;s management philosophy. *PLoS ONE*, *18*(9 September), 1–16. <https://doi.org/10.1371/journal.pone.0291087>
- [135] Utama, R., Basri, Y. Z., & Ramli, A. H. (2020). The Influence of Service Quality And Product Quality on Customer Loyalty with Customer Satisfaction as Mediating on The Purchase Of Indonesian Navy Ships. *International Journal of Creative Research and Studies*, *4*(6), 56–67.
- [136] Yunus, R. R. S., Septyanto, D., & Ramli, A. H. (2023). Analysis of Factors Affecting Customer Satisfaction and Customer Loyalty in the Shopee Marketplace. *Majalah Ilmiah Bijak*, *20*(2), 293–310. <https://doi.org/https://doi.org/10.31334/bijak.v20i2.3427>