

## The Effect of Country of Origin on Perceived Quality with Consumer Ethnocentrism as A Moderating Variable in Terms of Islamic Business Perspectives

**Muhammad Daffa Hariyanto, Fatih Fuadi, Suhendar, Ahmad Habibi**

State Islamic University of Raden Intan Lampung

---

### Abstract

*The purpose of this study was to determine whether the Country of Origin effect on Perceived Quality with ethnocentric consumers as a variable of moderation. This study aims to find out what the influence of the country of Origin on perceived quality with consumer ethnocentrism as a variable of moderation. This study uses a quantitative approach. The population used is Uniqlo brand consumers in Bandar Lampung City with an unknown population. The number of samples was calculated using the Lemeshow formula and the result obtained was 100 samples. The application used in analyzing data is SmartPLS with structural equation model (SEM) approach. The results showed that Country of Origin can have a positive and significant influence on Perceived Quality. And Consumer ethnocentricity cannot moderate the influence of Country of Origin on Perceived Quality.*

**Keywords:** *Country of Origin, Etnosentris Consumen, Perceived Quality*

### **Pengaruh Negara Asal terhadap Kualitas yang Dirasakan dengan Etnosentris Konsumen sebagai Variable Moderasi Perspektif Bisnis Islam**

#### **Abstrak**

*Tujuan dari penelitian ini adalah untuk mengetahui apakah Negara Asal berpengaruh terhadap Kualitas yang Dirasakan dengan Etnosentris Konsumen sebagai variabel moderasi. Penelitian ini bertujuan untuk mengetahui apa pengaruh Negara Asal terhadap Kualitas yang Dirasakan dengan etnosentrisme konsumen sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif. Populasi yang digunakan adalah konsumen merek Uniqlo di Kota Bandar Lampung dengan populasi yang tidak diketahui. Jumlah sampel dihitung dengan menggunakan rumus Lemeshow dan hasil yang diperoleh adalah 100 sampel. Aplikasi yang digunakan dalam menganalisis data adalah SmartPLS dengan pendekatan structural equation model (SEM). Hasil penelitian menunjukkan bahwa Negara Asal dapat memberikan pengaruh positif dan signifikan terhadap Kualitas yang Dirasakan. Dan Etnosentrisitas Konsumen tidak dapat memoderasi pengaruh Negara Asal terhadap Kualitas yang Dirasakan.*

**Kata kunci:** *Negara Asal, Konsumen Etnosentrisme, Kualitas yang Dirasakan*

---

*Author correspondence*

*Email:* [daffadaffa346@gmail.com](mailto:daffadaffa346@gmail.com)

Available online at <http://journal.iaingorontalo.ac.id/index.php/au/index>

---

## A. Introduction

Mold items are one of the items that are very in request by customers after nourishment. Within the past, clothing or mold was a mere essential require. Beside the improvement of the clothing industry, excitement, innovation and information, the fashion of clothing gets to be a medium for clients to be able to extend self-confidence, see in vogue and can back way of life.<sup>1</sup> Mold or clothing not as it were capacities as a cover and body defender, but too a person's advanced personality, the advancement of design patterns or clothing is continuously in request among the open as a image of present day way of life personality. Detailing from sirclo.com (2020), the design industry is one of the shopping categories that still possesses the best position of the advertise in spite of Indonesia within the middle of the COVID-19 widespread. In this case, it can be said that the improvement of the design industry continues to extend as in case it never kicks the bucket in different circumstances. As the nation with the most elevated populace among the beat five within the world, Indonesia is broadly seen by universal marketers as a extraordinary put to offer their items overseas. They accept that, among other reasons, Indonesians have immoderate behavior and a huge populace. Due to the numerous brands accessible within the showcase, both marketers and shoppers face competition.<sup>2</sup>

One of the fashion brands in Indonesia is Uniqlo. Uniqlo is a retail company that also offers fashion and lifestyle products with brands from Japan.<sup>3</sup> By carrying the vision of "Life Wear" in its products, Uniqlo focuses on making clothes with various innovations, high quality, and simple designs.<sup>4</sup> Reporting from kumparan.com (2019) Chairman, President & CEO of Fast Reatailing (Uniqlo) reaffirmed their commitment to the sustainable and environmentally friendly

---

<sup>1</sup> Didin Fatihudin and Muhammad Anang Firmansyah, "Pemasaran Jasa: Strategi, Mengukur Kepuasan, Dan Loyalitas Pelanggan" (Penerbit Deepublish, 2019).

<sup>2</sup> Nicholas Sunaidi5 Michelle Go4 Shirlyn6, Devina Wistiasari1, Angel2, Desi Pratama3, "Dampak Bisnis Internasional Terhadap Pertumbuhan Perekonomian Di Indonesia," *Economics and Digital Business Review* 4, no. 2 SE-Articles (June 12, 2023): 337–44, <https://doi.org/10.37531/ecotal.v4i2.575>.

<sup>3</sup> Jasmin Aristya Ningsih and Bambang Sutejo, "The Effect of Lifestyle, Brand Image, and Perceived Value on Purchase Intention on Uniqlo Fashion Products," in *International Conference of Multidisciplinary Studies*, vol. 2, 2023, 103–10, <https://doi.org/10.35315/icms.v2i1.9447>.

<sup>4</sup> Taposh Ranjan Sarker, "Benchmarking Marketing and Business Strategy of UNIQLO to Start-up a Retail Shop in Bangladesh," *European Journal of Business and Management*, no. August (2020), <https://doi.org/10.7176/ejbm/12-2-01>.

fashion industry, that the company has a mission to make clothes that are durable, have perfect components, and provide the best function. Indonesia is among the countries that use Uniqlo products. The large number of Uniqlo stores, namely 72 stores that have spread in almost all cities in Indonesia, makes researchers interested in making Uniqlo consumers the target of research. In Bandar Lampung City itself, Uniqlo only has 1 store located at Mall Boemi Kedaton.

YOUGOV RETAIL TOP IMPROVERS 2021 IN INDONESIA: FASHION RETAILERS				
Rank	Brand Name	2021 Score*	2020 Score*	Change in Score
1	UNIQLO	23.4	19.1	4.3
2	H&M	21.7	17.7	4.0
3	Levi's	29.3	26.2	3.0
4	Converse	25.1	22.8	2.3
5	Crocodile	13.5	11.6	1.9
6	Nike	45.8	44.1	1.7
7	Guess	12.7	11.1	1.6
8	Under Armour	7.6	6.0	1.5
9	Adidas	47.3	46.0	1.3
10	ZARA	14.7	13.5	1.3

\*Scores show average data from September 1st 2020 and August 31st 2021, compared to September 1st 2019 and August 31st 2020

Sumber: Yougov.com, 2021

### Picture 1. Retail Top In Indonesia

Based on this figure, Uniqlo positions beat by beating its competitors who to begin with entered the Indonesian showcase, one of which is Zara and H&M. This can be a calculation based on the normal impression, quality, esteem, suggestion, and notoriety of design retail brands in Indonesia.<sup>5</sup> Nation of Root (COO), characterized as the nation where a item is created<sup>6</sup>, whereas agreeing to Han and Tempra (1988) in<sup>7</sup> COO implies the nation of beginning of the company or the nation where the brand title started. Buyer discernments of nation of root are unequivocally affected by mental and shopper certainty in a nation. Discernment of nation of root contains a wide meaning which is fundamentally the perception of nation picture. Nation picture may be a number of people's convictions and impressions almost a specific nation. Extraordinary ponders on nation of root (which is frequently shortened as COO), are exceptionally curiously, particularly in

<sup>5</sup> Zunan Setiawan et al., "Analysis Of The Influence Of Store Atmosphere, Celebrity Endorsers And Pricing On Purchase Decisions Of American Fast Food Customers In Indonesia," *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)* 9, no. 6 (2023): 2591–97, <https://doi.org/10.35870/jemsi.v9i6.1682>.

<sup>6</sup> Luis J Camacho, Patricio E Ramírez-Correa, and Cristian Salazar-Concha, "Consumer Ethnocentrism and Country of Origin: Effects on Online Consumer Purchase Behavior in Times of a Pandemic," *Sustainability*, 2022, <https://doi.org/10.3390/su14010348>.

<sup>7</sup> Nilla Deva Lusyana and Rianda Dirkareshza, "Locus Standi Indikasi Geografis Toraja Atas Merek Kopi Toraja Yang Didaptarkan Perusahaan Luar Negeri," *Jurnal Interpretasi Hukum* 4, no. 3 (2023): 642–52, <https://doi.org/10.22225/juinhum.4.3.8213.642-652>.

inquire about on the impact and affect of nation of beginning as an outward signal of products/services, so assist writing audit on COO is right now vital and valuable.<sup>8</sup>

The title of a nation as a CoO is more often than not related with the seen quality of a item, as well as the title of the nation as a brand.<sup>9</sup> Seen Quality or perceived quality isn't the genuine quality of the item but the customer's discernment of the by and large quality or prevalence of the item or benefit.<sup>10</sup> Recognitions of the quality of a item come from all circles, such as potential buyers who will buy a item, customers who have purchased a item, conjointly somebody who fair sees the item in a store or notice can moreover allow a discernment of the quality of a item. The quality that buyers see from a brand is in agreement with the perception prepare of those included within the decision-making handle.<sup>11</sup> Tall seen quality occurs when buyers recognize the separation and predominance of the brand relative to competing brands. This will impact their acquiring choices and will empower them to select the brand over competing brands. This means that seen tall quality will impact client choice, which can thus lead to an increment in brand value.<sup>12</sup>

For marketers, tall seen quality can bolster premium estimating, which in turn can make more prominent benefit edges for the company that can be reinvested in brand value. Client choices on the choice of residential or remote items and brands by a few analysts demonstrate this can be persuaded primarily

---

<sup>8</sup> Anthony Agyemang, "Marketing Strategy And Marketing Performance: Does Strategy Affect Performance?," *International Journal of Advanced Engineering, Management and Science (IJAEMS)* 2, no. 10 (2016): 1672-81, [www.ijaems.com](http://www.ijaems.com).

<sup>9</sup> Saeed Samiee and Brian R Chabowski, "Knowledge Structure in Product- and Brand Origin-Related Research," *Journal of the Academy of Marketing Science* 49, no. 5 (2021): 947-68, <https://doi.org/10.1007/s11747-020-00767-7>.

<sup>10</sup> Purwanto Purwanto, Leonard Adrie Manafe, and Mochamad Fatchurrohman, "Perilaku Sosialita Memamerkan Status Melalui Barang Branded Dan Brand Prominance," *Ekonomis: Journal of Economics and Business* 8, no. 1 (2024): 501-11, <https://doi.org/http://dx.doi.org/10.33087/ekonomis.v8i1.1525>.

<sup>11</sup> Siti Nur Azizah and Muhiyatun Muhiyatun, "Pengembangan Ekonomi Kreatif Berbasis Kearifan Lokal Pandanus Handicraft Dalam Menghadapi Pasar Modern Perspektif Ekonomi Syariah (Study Case Di Pandanus Nusa Sambisari Yogyakarta)," *Aplikasia: Jurnal Aplikasi Ilmu-Ilmu Agama* 17, no. 2 SE-Articles (February 12, 2018): 63-78, <https://doi.org/10.14421/aplikasia.v17i2.1273>.

<sup>12</sup> Nurul Dzakiya et al., "Kampung Momprenuer: Pembinaan Dan Pemberdayaan Anggota Pkk Putat Wetan Berbasis Kewirausahaan," in *Seminar Nasional Ke-6 LPPM UPN "Veteran" Yogyakarta Implementasi Bela Negara Melalui Pengabdian Kepada Masyarakat* (LPPM UPN Veteran Yogyakarta, 2020), 123-34, <http://jurnal.upnyk.ac.id/index.php/prosidingLPPM/issue/view/484/showToc>.

by consumer ethnocentric variables.<sup>13</sup> Customer ethnocentrism could be a derivative of the initial concept of "ethnocentrism" proposed by Sumner in 1906 which could be a see of things where one's possess gather is the center of everything.<sup>14</sup> In a shopper ethnocentric point of view, obtaining imported items would be considered off-base since it has the potential to hurt the residential economy and cause work misfortunes for nearby individuals. In expansion, exceedingly ethnocentric customers too take a advance see that residential items are seen as prevalent, whereas items from other countries (e.g. from other bunches) are seen as second rate. Ethnocentricity is the demeanor or conviction that certain ethnic bunches are superior than other ethnic bunches.<sup>15</sup> Within the setting of this ponder, buyer ethnocentrism is considered to direct the relationship between nation of beginning and seen quality, where seen item quality can be affected by social and social components.<sup>16</sup>

Based on past writing, there's inquire about that examines the relationship between nation of beginning factors on seen quality and customer ethnocentric factors as arbitrators, specifically investigate conducted by Salma Fauziyyah and Ika Barokah Suryaningsih<sup>17</sup>; Olyvia Ririmasse<sup>18</sup>; and J. Dinata<sup>19</sup>, whose inquire about has demonstrated that nation of origin has a critical impact on perhaded quality. Be that as it may, in contrast to the comes about of research conducted by<sup>20</sup> which

---

<sup>13</sup> Richard Kwasi Bannor et al., "Consumer Segmentation and Preference for Indigenous Chicken Products," *Journal of Agribusiness in Developing and Emerging Economies* 12, no. 1 (January 1, 2022): 75–93, <https://doi.org/10.1108/JADEE-08-2020-0162>.

<sup>14</sup> Dalia Abdelwahab et al., "Between Love and Boycott: A Story of Dual Origin Brands," *Spanish Journal of Marketing - ESIC* 24, no. 3 (January 1, 2020): 377–402, <https://doi.org/10.1108/SJME-12-2019-0105>.

<sup>15</sup> Tiara Oktavia, "Minat Konsumen Terhadap Produk Dalam Negeri Melalui Sikap Etnosentrisme (Produk Elektronik Miyako)," *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*; Vol 21, No 3 (2022): DesemberDO - 10.14710/jspi.V21i3.212-223, January 24, 2024, <https://doi.org/https://doi.org/10.14710/jspi.v21i3.212-223>.

<sup>16</sup> Wifka Rahma Syauki and Diyah Ayu Amalia Avina, "Persepsi Dan Preferensi Penggunaan Skincare Pada Perempuan Milenial Dalam Perspektif Komunikasi Pemasaran," *Jurnal Manajemen Komunikasi* 4, no. 2 (2020): 42, <https://doi.org/10.24198/jmk.v4i2.25719>.

<sup>17</sup> Salma Fauziyyah and Ika Barokah Suryaningsih, "Negara Asal Sebagai Determinan Persepsi Kualitas Dan Peran Moderasi Etnosentrisme," *Journal of Business & Applied Management* 14, no. 1 (2021): 69–82, <https://doi.org/https://dx.doi.org/10.30813/jbam.v14i1.2705>.

<sup>18</sup> Olyvia Ririmasse, "Pengaruh Country of Origin Terhadap Perceived Quality," *Fakultas Ekonomi Dan Bisnis Universitas Kristen Indonesia Maluku XV*, no. 1 (2021): 1–23, <https://www.ojs.ukim.ac.id/index.php/peluang/article/view/545/423>.

<sup>19</sup> J. Dinata, "Country of Origin Dan Pengaruhnya Terhadap Persepsi Kualitas Dan Minat Beli," *Jurnal Administrasi Bisnis S1 Universitas Brawijaya* 25, no. 1 (2015): 86116, <http://repository.ub.ac.id/id/eprint/117457>.

<sup>20</sup> Chui Yim Wong, Michael J Polonsky, and Romana Garma, "The Impact of Consumer Ethnocentrism and Country of Origin Sub-components for High Involvement Products on Young Chinese Consumers' Product

states that the three sub-components of CoO don't influence youthful Chinese consumers' assessment of item quality or buy deliberate. Inquire about on the impact of nation of beginning on seen quality with buyer ethnocentrism as a directing variable is still moderately uncommon in Indonesia.<sup>21</sup>

Hence, this investigate will make a noteworthy commitment in extending the understanding of the variables that impact shopper discernments of item quality. Uniqlo was chosen as the protest of investigate since it is one of the worldwide design brands that's very prevalent among buyers in Indonesia, counting in Bandar Lampung City. By centering investigate on Uniqlo shoppers within the city, it is trusted that it can pick up more profound knowledge into how the impact of nation of beginning and shopper ethnocentrism on the seen quality of Uniqlo items. Hence, the results of this consider are anticipated to supply valuable proposals for fashion makers, particularly Uniqlo, in optimizing their item promoting endeavors within the Indonesian advertise, as well as for analysts who are inquisitive about creating assist inquire about on components that impact customer behavior in this period of globalization.

## B. Research Methods

This study uses a quantitative approach. Quantitative research methods are research methods used to examine a particular population or sample and data collection using research instruments and statistical analysis with the aim of testing hypotheses that have been established.<sup>22</sup> The type of relationship in this study is cause and effect (causality) because it aims to determine the effect of The Independent Variable with the moderation variable to the dependent variable. The dependent variable in this study is Perceived Quality, The Independent Variable is Country of Origin, and the moderation variable is ethnocentric consumers.

---

Assessments," *Asia Pacific Journal of Marketing and Logistics* 20, no. 4 (January 1, 2008): 455-78, <https://doi.org/10.1108/13555850810909759>.

<sup>21</sup> Deniz Zeren, Ali Kara, and Alejandro Arango Gil, "Consumer Ethnocentrism and Willingness to Buy Foreign Products in Emerging Markets: Evidence from Turkey and Colombia," *Latin American Business Review* 21, no. 2 (April 2, 2020): 145-72, <https://doi.org/10.1080/10978526.2019.1697186>.

<sup>22</sup> Marinu Waruwu, "Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif Dan Metode Penelitian Kombinasi (Mixed Method)," *Jurnal Pendidikan Tambusai* 7, no. 1 (2023): 2896-2910, <https://doi.org/https://doi.org/10.31004/jptam.v7i1.6187>.

## Data

In collecting data, this study used a questionnaire consisting of question items distributed to consumers of Uniqlo products. With a choice of answers that have been provided to make it easier to answer the questionnaire with the guttman scale technique Yes and no.

## Sample and Procedure

This inquire about may be a quantitative consider conducted from Admirable 2024 to October 2024. The autonomous variable of this ponder is Nation of Root, whereas the subordinate variable is Seen Quality, with Buyer Ethnocentricity as a Directing variable. This consider included Uniqlo buyers in Bandar Lampung City. The number of populace individuals is obscure since there's no information on the number of Uniqlo customers in Bandar Lampung City. The inspecting method in this consider employments non-probability examining strategies with purposive testing approaches that require certain criteria. Examining based on the taking after criteria:

(1) Uniqlo shoppers who live in Bandar Lampung City; (2) Have ever bought mold either residential or outside branded items. The reason for utilizing this strategy is since the number of populace individuals is obscure. Since the populace estimate isn't known with certainty, to decide the test estimate, specifically by utilizing the Lemeshow equation:

$$n = \frac{z_{1-\alpha/2}^2 P (1 - P)}{d^2}$$

Where:

n : Number of Samples

Z : Standard Value = 1.96

P : Maximum Estimation = 50% = 0.5

d : alpha (0.10) or sampling error = 10%

Based on the above equation, the calculation to determine the number of research samples is as follows:

$$n = 0,5 (1-0,5)(1,96^2)$$

$(0,1)^2$   
 $n = 0,9604$   
 $0,01$   
 $n = 96,04$ , rounded to 100 samples

## Measurement

Table 1.2 Measurement indicators

Variable	Definition	Indicators
<i>Country of Origin</i> (X1)	According to Kotler and Keller (2013) Country of Origin is a mental association and belief triggered by a country that can influence consumer decision making directly and indirectly.	1. <i>Country belief</i> 2. <i>People Affect</i> 3. <i>Desired interaction</i>
<i>Perceived Quality</i> (Y)	Perceived Quality is the consumer's perception and assessment of the overall quality and excellence of the products of the Uniqlo brand.	1. Performance 2. Features 3. Conformance to specifications 4. Reliability 5. Durability 6. Services 7. Final results
Consumer Ethnocentric (Z)	Consumer Ethnocentric is the tendency of consumers to reject products/brands from other countries, preferring domestic products / brands.	Using 17 Cetscale items

Data processed by the author, 2024

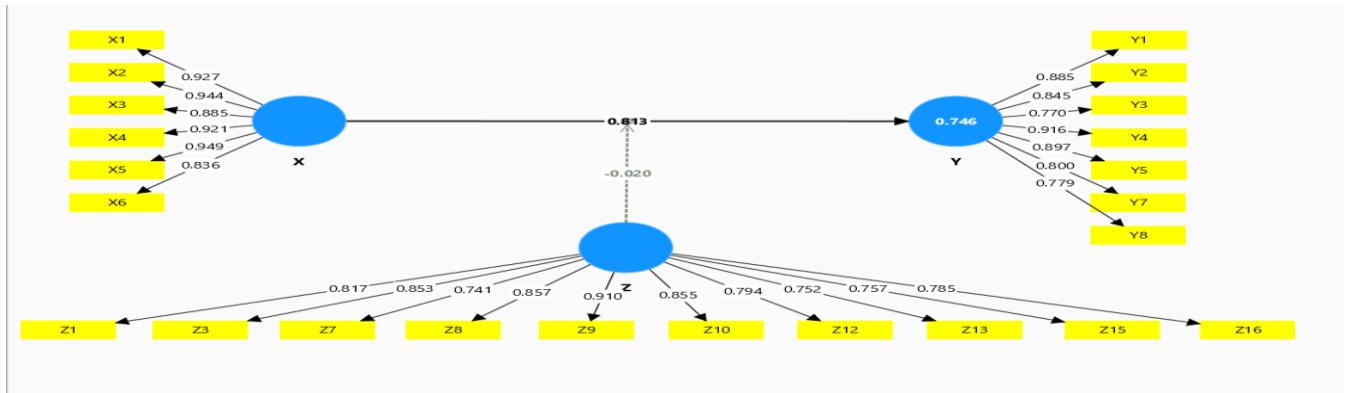
## Data Analysis

The reason analysts utilize the equation from Lemeshow is since the planning populace is as well huge with a changing number. The information collection strategy in this consider was through a survey within the shape of explanations and perceptions. The survey in this ponder was utilized to get essential information on the evaluation of Uniqlo buyers in Bandar Lampung City with respect to nation of root, seen quality, and ethnocentrism. The data examination utilized to reply the issue detailing in this think about is the Basic Condition Modeling strategy utilizing the SmartPLS4 program.

### C. Results and Discussion

#### Results

The validity test is used to measure whether a questionnaire is valid or not. Instrument testing in this study used the help of SmartPLS 4 software.



**Picture 2. Validity Test**

Source: Primary Data, 2024

Based on the figure above, the validity test results are said to be valid for each indicator measured on all variables because the loading factor value is more than 0.70 which is in accordance with the statement from Ghazali & Latan (2015). The loading factor results have been presented in Table 1.

**Table 1. Outer Loading Result**

Indicator	Consumer	Indicator	Country	Indicator	Perceived
	Ethnocentrism		of Origin		Quality
<b>Z1</b>	0,817	X1	0,927	Y1	0,885
<b>Z3</b>	0,853	X2	0,944	Y2	0,845
<b>Z7</b>	0,741	X3	0,885	Y3	0,770
<b>Z8</b>	0,857	X4	0,921	Y4	0,916
<b>Z9</b>	0,910	X5	0,949	Y5	0,897
<b>Z10</b>	0,855	X6	0,836	Y7	0,800
<b>Z12</b>	0,794			Y8	0,779
<b>Z13</b>	0,752				
<b>Z15</b>	0,757				
<b>Z16</b>	0,785				

Source: Primary Data, 2024

### Reliability Test

Furthermore, Table 2 presents the results of AVE testing where the value of each variable is greater than 0.50, the following values of construct reliability can be seen in Table 2.

**Tabel 2. Construct Reliability**

<b>Variabel</b>	<b>Crombach's Alpha</b>	<b>Composite Reliability</b>	<b>Avarage Varinice Extrected (AVE)</b>
<b>Consumer Ethnocentrism</b>	0,959	0,960	0,830
<b>Country of Origin</b>	0,932	0,937	0,712
<b>Perceived Quality</b>	0,943	0,957	0,662

Source: Primary Data, 2024

From the table above, the results of the calculation of Cronbach's alpha on the variables used in this study are greater than 0.70, then the results of the calculation of composite reliability on the variables used are greater than 0.70, these results are in accordance with the concept put forward by Ghazali & Latan (2015).

### Partial Test

Aims to determine the effect between the independent variable and the dependent variable.

**Tabel 3. Partial Test**

<b>Hypothesis</b>	<b>Relationship between Variables</b>	<b>Original Sample</b>	<b>T-Statistic</b>	<b>P-Value</b>
<b>H1</b>	Country of Origin - Perceived Quality	0,813	8,530	0,000
<b>H2</b>	Consumer Ethnocentrism X Country of Origin - Perceived Quality	-0,020	0,336	0,737

Source: Primary Data, 2024

The T-statistic comes about for appear a esteem of  $8,530 > 1,660$  and a p esteem of  $0,000 < 0,05$ . These comes about demonstrate that Shopper Ethnocentricity cannot direct the Nation of Beginning relationship on Seen Quality

for Uniqlo customers in Bandar Lampung City, this implies that the moment speculation (H2) is rejected.

### **Coefficient Determination ( $R^2$ )**

The coefficient of assurance ( $R^2$ ) test is utilized to decide changes within the subordinate variable (Y) caused by the autonomous variable (X). On the off chance that  $R^2$  is getting greater, then the rate alter within the subordinate variable (Y) caused by the free variable (X) is getting higher. Then again, in case  $R^2$  is getting littler, at that point the rate alter within the free variable (X) is getting lower.

**Tabel 4. Coefficient Determination Test**

Variable	R-Square
Perceived Quality	0,746

Source: Primary Data, 2024

The comes about of the coefficient of assurance test within the table over, it can be seen that the coefficient of assurance or R Square is 0.746. These comes about show that the Nation of Beginning (X) variable is able to supply an clarification of seen quality in Uniqlo buyers in Bandar Lampung City by 74.6%, whereas the remaining 25.4% be clarified by other factors exterior this ponder.

## **Discussion**

### **The Effect of Country of Origin on Perceived Quality**

The comes about appeared that H1 was acknowledged, which implies that Nation of Root can impact emphatically and altogether. Based on the comes about of the think about, conviction in a nation, conviction in individuals from that nation and the crave to connected with that nation contribute to forming buyer recognitions around the quality of items created by that nation. The conviction that Japan has tall innovation, is imaginative in making items that offer predominant esteem is sufficient to persuade buyers of the prevalence of items beginning from that nation. The comes about of this consider are in agreement with the comes

about of investigate conducted by Fauziyyah and Suryaningsih<sup>23</sup>; Ririmasse<sup>24</sup>; and Dinata<sup>25</sup>, which from their investigate have proven that nation of beginning encompasses a critical impact on perhad perceived quality.

### **Consumer ethnocentrism moderates the relationship between Country of Origin and Perceived Quality**

The comes about appeared that H2 was rejected, which suggests that Buyer Ethnocentricity cannot direct the relationship between Nation of Beginning and Seen Quality. With a result of  $0.336 < 1 > 0.05$ . These comes about are in line with inquire about conducted by Sanaji Sanaji and Mafryanda Safinaturrizqy Addiena Shafa<sup>26</sup> and Mhd Sepriadi<sup>27</sup> which state that Buyer Ethnocentrism isn't a arbitrator variable that can direct the impact of nation of beginning on buyer discernments of the quality of a item. It is suspected that the tall level of shopper ethnocentrism of the respondents is the cause of the speculation being rejected with the results of a comparison of 58 respondents within the tall ethnocentric category and 42 respondents with moo ethnocentrism.

### **Islamic Business perspective on Perceived Quality influenced by Country of Origin**

And Islam educates in looking for food, it is obvious that Allah SWT has requested His hirelings to walk in all headings on the confront of the endless soil, scattered in look of endowments that are spread out as much as conceivable in a great way, conducting cross-border exchange called worldwide trade, because basically Islamic financial matters may be a science that thinks about the

---

<sup>23</sup> Fauziyyah and Suryaningsih, "Negara Asal Sebagai Determinan Persepsi Kualitas Dan Peran Moderasi Etnosentrisme."

<sup>24</sup> Ririmasse, "Pengaruh Country of Origin Terhadap Perceived Quality."

<sup>25</sup> Dinata, "Country of Origin Dan Pengaruhnya Terhadap Persepsi Kualitas Dan Minat Beli."

<sup>26</sup> Sanaji Sanaji and Mafryanda Safinaturrizqy Addiena Shafa, "Pengaruh Brand Ambassador Selebriti Korea Selatan Terhadap Niat Beli Produk Perawatan Kulit Dan Kosmetik Yang Dimoderasi Etnosentrisme Konsumen," *Jurnal Ilmu Manajemen*, no. SE- (July 31, 2023): 682–93, <https://doi.org/10.26740/jim.vn.p682-693>.

<sup>27</sup> Mhd Sepriadi, "Pengaruh Country of Origin Terhadap Perceived Value Dengan Consumer Ethnocentrism Sebagai Variabel Moderator (Studi Pada Konsumen Televisi Merek Samsung Di Kota Medan)" (Universitas Sumatera Utara, 2015), <http://repository.usu.ac.id/handle/123456789/17758>.

framework of people's lives in arrange to meet their needs financially in arrange to realize the joy of Allah SWT.<sup>28</sup>

#### **D. Conclusion**

From this study, researchers found that Country of Origin can have a positive and significant effect on Perceived Quality. And Consumer Ethnocentrism is not able to moderate the effect of Country of Origin on Perceived Quality, this is due to the level of consumer ethnocentrism of the Respondents dominant in a high level. This research focuses on Uniqlo consumers in the city of Bandar Lampung, so it cannot be generalized to other regions. With this research, it is hoped that it will be able to become a reference for foreign brands, especially Uniqlo, to be able to read the direction of the market in the city of Bandar Lampung.

The results of this study are expected to provide useful recommendations for fashion manufacturers, especially Uniqlo, in optimizing their product marketing efforts in the Indonesian market, as well as for researchers who are interested in developing further research on factors that influence consumer behavior in this era of globalization. Based on the results of research showing that the level of consumer ethnocentrism, especially Uniqlo consumers in Bandar Lampung City, is high, it is hoped that consumers will be able to think more openly about the development of international trade. Suggestions for researchers who are interested in raising the same research are advised to use other moderating variables

---

<sup>28</sup> Budi Raharjo, "Fintech Teknologi Finansial Perbankan Digital," *Penerbit Yayasan Prima Agus Teknik* 7, no. 1 SE-Judul Buku (May 28, 2021): 1-299, <https://penerbit.stekom.ac.id/index.php/yayasanpat/article/view/144>.

## References

Abdelwahab, Dalia, Nadia Jiménez, Sonia San-Martín, and Jana Prodanova. "Between Love and Boycott: A Story of Dual Origin Brands." *Spanish Journal of Marketing* - *ESIC* 24, no. 3 (January 1, 2020): 377-402. <https://doi.org/10.1108/SJME-12-2019-0105>.

Agyemang, Anthony. "Marketing Strategy And Marketing Performance: Does Strategy Affect Performance?" *International Journal of Advanced Engineering, Management and Science (IJAEMS)* 2, no. 10 (2016): 1672-81. [www.ijaems.com](http://www.ijaems.com).

Azizah, Siti Nur, and Muhfiatun Muhfiatun. "Pengembangan Ekonomi Kreatif Berbasis Kearifan Lokal Pandanus Handicraft Dalam Menghadapi Pasar Modern Perspektif Ekonomi Syariah (Study Case Di Pandanus Nusa Sambisari Yogyakarta)." *Aplikasia: Jurnal Aplikasi Ilmu-Ilmu Agama* 17, no. 2 SE-Articles (February 12, 2018): 63-78. <https://doi.org/10.14421/aplikasia.v17i2.1273>.

Bannor, Richard Kwasi, Steffen Abele, John K M Kuwornu, Helena Oppong-Kyeremeh, and Ernest Darkwah Yeboah. "Consumer Segmentation and Preference for Indigenous Chicken Products." *Journal of Agribusiness in Developing and Emerging Economies* 12, no. 1 (January 1, 2022): 75-93. <https://doi.org/10.1108/JADEE-08-2020-0162>.

Budi Raharjo. "Fintech Teknologi Finansial Perbankan Digital." *Penerbit Yayasan Prima Agus Teknik* 7, no. 1 SE-Judul Buku (May 28, 2021): 1-299. <https://penerbit.stekom.ac.id/index.php/yayasanpat/article/view/144>.

Camacho, Luis J, Patricio E Ramírez-Correa, and Cristian Salazar-Concha. "Consumer Ethnocentrism and Country of Origin: Effects on Online Consumer Purchase Behavior in Times of a Pandemic." *Sustainability*, 2022. <https://doi.org/10.3390/su14010348>.

Dinata, J. "Country of Origin Dan Pengaruhnya Terhadap Persepsi Kualitas Dan Minat Beli." *Jurnal Administrasi Bisnis S1 Universitas Brawijaya* 25, no. 1 (2015): 86116. <http://repository.ub.ac.id/id/eprint/117457>.

Dzakiya, Nurul, Fidelis Saka S D C Fidelis Saka SDC, Rizki Eko Prasetyo Rizki Eko Prasetyo, and Dwi Cahyo Bawono Dwi Cahyo Bawono. "Kampung Momprenuer: Pembinaan Dan Pemberdayaan Anggota Pkk Putat Wetan Berbasis Kewirausahaan." In *Seminar Nasional Ke-6 LPPM UPN "Veteran" Yogyakarta Implementasi Bela Negara Melalui Pengabdian Kepada Masyarakat*, 123-34. LPPM UPN Veteran Yogyakarta, 2020. <http://jurnal.upnyk.ac.id/index.php/prosidingLPPM/issue/view/484/showToc>.

Fatihudin, Didin, and Muhammad Anang Firmansyah. "Pemasaran Jasa: Strategi, Mengukur Kepuasan, Dan Loyalitas Pelanggan." Penerbit Deepublish, 2019.

Fauziyyah, Salma, and Ika Barokah Suryaningsih. "Negara Asal Sebagai Determinan Persepsi Kualitas Dan Peran Moderasi Etnosentrisme." *Journal of Business &*

*Applied Management* 14, no. 1 (2021): 69–82. <https://doi.org/https://dx.doi.org/10.30813/jbam.v14i1.2705>.

Lusyana, Nilla Deva, and Rianda Dirkaresha. "Locus Standi Indikasi Geografis Toraja Atas Merek Kopi Toraja Yang Didafarkan Perusahaan Luar Negeri." *Jurnal Interpretasi Hukum* 4, no. 3 (2023): 642–52. <https://doi.org/https://doi.org/10.22225/juinhum.4.3.8213.642-652>.

Michelle Go<sup>4</sup> Shirlyn<sup>6</sup>, Devina Wistiasari<sup>1</sup>, Angel<sup>2</sup>, Desi Pratama<sup>3</sup>, Nicholas Sunaidi<sup>5</sup>. "Dampak Bisnis Internasional Terhadap Pertumbuhan Perekonomian Di Indonesia." *Economics and Digital Business Review* 4, no. 2 SE-Articles (June 12, 2023): 337–44. <https://doi.org/10.37531/ecotal.v4i2.575>.

Ningsih, Jasmin Aristya, and Bambang Sutejo. "The Effect of Lifestyle, Brand Image, and Perceived Value on Purchase Intention on Uniqlo Fashion Products." In *International Conference of Multidisciplinary Studies*, 2:103–10, 2023. <https://doi.org/https://doi.org/10.35315/icms.v2i1.9447>.

Oktavia, Tiara. "Minat Konsumen Terhadap Produk Dalam Negeri Melalui Sikap Etnosentrisme (Produk Elektronik Miyako)." *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*; Vol 21, No 3 (2022): DesemberDO - 10.14710/Jspi.V21i3.212-223, January 24, 2024. <https://doi.org/https://doi.org/10.14710/jspi.v21i3.212-223>.

Purwanto, Purwanto, Leonard Adrie Manafe, and Mochamad Fatchurrohman. "Perilaku Sosialita Memamerkan Status Melalui Barang Branded Dan Brand Prominance." *Ekonomis: Journal of Economics and Business* 8, no. 1 (2024): 501–11. <https://doi.org/http://dx.doi.org/10.33087/ekonomis.v8i1.1525>.

Ririmasse, Olyvia. "Pengaruh Country of Origin Terhadap Perceived Quality." *Fakultas Ekonomi Dan Bisnis Universitas Kristen Indonesia Maluku* XV, no. 1 (2021): 1–23. <https://www.ojs.ukim.ac.id/index.php/peluang/article/view/545/423>.

Samiee, Saeed, and Brian R Chabowski. "Knowledge Structure in Product- and Brand Origin-Related Research." *Journal of the Academy of Marketing Science* 49, no. 5 (2021): 947–68. <https://doi.org/10.1007/s11747-020-00767-7>.

Sanaji, Sanaji, and Mafryanda Safinaturrizqy Addiena Shafa. "Pengaruh Brand Ambassador Selebriti Korea Selatan Terhadap Niat Beli Produk Perawatan Kulit Dan Kosmetik Yang Dimoderasi Etnosentrisme Konsumen." *Jurnal Ilmu Manajemen*, no. SE- (July 31, 2023): 682–93. <https://doi.org/10.26740/jim.vn.p682-693>.

Sarker, Taposh Ranjan. "Benchmarking Marketing and Business Strategy of UNIQLO to Start-up a Retail Shop in Bangladesh." *European Journal of Business and Management*, no. August (2020). <https://doi.org/10.7176/ejbm/12-2-01>.

Sepriadi, Mhd. "Pengaruh Country of Origin Terhadap Perceived Value Dengan Consumer Ethnocentrism Sebagai Variabel Moderator (Studi Pada Konsumen Televisi Merek Samsung Di Kota Medan)." Universitas Sumatera Utara, 2015. <http://repositori.usu.ac.id/handle/123456789/17758>.

The Effect of Country of Origin on Perceived Quality with Consumer Ethnocentrism as A  
Moderating Variable in Terms of Islamic Business Perspectives

Setiawan, Zunan, Salamatun Asakdiyah, Sarwo Eddy Wibowo, and Eva Yuniarti Utami. "Analysis Of The Influence Of Store Atmosphere, Celebrity Endorsers And Pricing On Purchase Decisions Of American Fast Food Customers In Indonesia." *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)* 9, no. 6 (2023): 2591–97. [https://doi.org/https://doi.org/10.35870/jemsi.v9i6.1682](https://doi.org/10.35870/jemsi.v9i6.1682).

Syauki, Wifka Rahma, and Diyah Ayu Amalia Avina. "Persepsi Dan Preferensi Penggunaan Skincare Pada Perempuan Milenial Dalam Perspektif Komunikasi Pemasaran." *Jurnal Manajemen Komunikasi* 4, no. 2 (2020): 42. <https://doi.org/10.24198/jmk.v4i2.25719>.

Waruwu, Marinu. "Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif Dan Metode Penelitian Kombinasi (Mixed Method)." *Jurnal Pendidikan Tambusai* 7, no. 1 (2023): 2896–2910. <https://doi.org/https://doi.org/10.31004/jptam.v7i1.6187>.

Yim Wong, Chui, Michael J Polonsky, and Romana Garma. "The Impact of Consumer Ethnocentrism and Country of Origin Sub-components for High Involvement Products on Young Chinese Consumers' Product Assessments." *Asia Pacific Journal of Marketing and Logistics* 20, no. 4 (January 1, 2008): 455–78. <https://doi.org/10.1108/13555850810909759>.

Zeren, Deniz, Ali Kara, and Alejandro Arango Gil. "Consumer Ethnocentrism and Willingness to Buy Foreign Products in Emerging Markets: Evidence from Turkey and Colombia." *Latin American Business Review* 21, no. 2 (April 2, 2020): 145–72. <https://doi.org/10.1080/10978526.2019.1697186>.