

Hubungan jenis kelamin, socioeconomic status, internet usage dengan consumer ethnocentrism = Relationship between gender, socioeconomic status, and internet usage to consumer ethnocentrism

Simamora, Marlincha, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20482527&lokasi=lokal>

Abstrak

Dewasa ini perkembangan globalisasi sudah tidak lagi terbatas ruang dan waktu. Salah satu dampak dari globalisasi adalah kecenderungan terhadap sikap etnosentrisme konsumen. Penelitian kuantitatif ini bertujuan menganalisis hubungan antara Jenis Kelamin, Socioeconomic Status, dan Internet Usage dengan Consumer Ethnocentrism. Hasil penelitian menunjukkan adanya hubungan yang cukup di antara Consumer Ethnocentrism dengan Jenis kelamin dan Internet Usage, namun tidak terdapat hubungan dengan Socioeconomic Status.

.....Today the development of globalization is no longer limited to space and time. One of the effects of globalization is the tendency towards consumer ethnocentrism. This quantitative research aims to analyze the relationship between Gender, Socioeconomic Status, and Internet Usage with Consumer Ethnocentrism. The results showed that there was a sufficient relationship between Consumer Ethnocentrism with Gender and Internet Usage, but there was no relationship with Socioeconomic Status.