

**PENGARUH *ISLAMIC RELIGIOSITY*, *ANIMOSITY*, DAN
ETHNOCENTRISM TERHADAP MINAT BELI KOSMETIK
CHINA SKINTIFIC DENGAN *MARKETPLACE* SHOPEE
PADA GENERASI Z DI SURABAYA**

SKRIPSI

Oleh
ALYSIA QOTRUNNADA
NIM: 08040420099



**UIN SUNAN AMPEL
S U R A B A Y A**

**PROGRAM STUDI EKONOMI SYARIAH
FAKULTAS EKONOMI DAN BISNIS ISLAM
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
2026**

PERNYATAAN ORISINALITAS SKRIPSI

Saya Alysia Qotrunnada, 08040420099, menyatakan bahwa:

1. Skripsi saya ini adalah asli dan benar-benar ciptaan saya sendiri, dan bukan hasil karya orang lain dengan mengatasnamakan saya, serta bukan hasil peniruan atau penjiplakan (*plagiarism*) dari karya orang lain. Skripsi ini juga belum pernah diajukan untuk mendapatkan gelar akademik baik di UIN Sunan Ampel Surabaya maupun di perguruan tinggi lainnya.
2. Di dalam skripsi ini tidak terdapat karya atau pendapat orang lain yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dengan disebutkan nama pengarang dan dicantumkan dalam daftar pustaka.
3. Pernyataan ini saya buat dengan sebenar-benarnya dan jika di kemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya tulis skripsi ini, serta sanksi-sanksi lainnya sesuai dengan norma dan peraturan yang berlaku di UIN Sunan Ampel Surabaya.

Surabaya, 22 Desember 2025



Alysia Qotrunnada
NIM. 08040420099

LEMBAR PERSETUJUAN SKRIPSI/MUNAQOSAH

Surabaya, 9 Desember 2025

Skripsi telah selesai dan siap untuk diuji

Dosen Pembimbing,



Dr. Maziyah Mazza Basya, S.HI., M.SEI
NIP.199001092019032014

LEMBAR PENGESAHAN

PENGARUH *ISLAMIC RELIGIOSITY, ANIMOSITY, DAN ETHNOCENTRISM* TERHADAP MINAT BELI KOSMETIK CHINA SKINTIFIC DENGAN *MARKETPLACE SHOPEE* PADA GENERASI Z DI SURABAYA

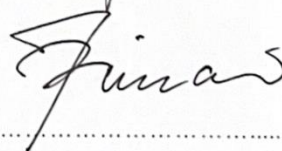
Oleh:
Alysia Qotrunnada
NIM: 08040420099

Telah dipertahankan di depan Dewan Penguji pada tanggal
22 Desember 2025 dan dinyatakan memenuhi syarat untuk
diterima

Susunan Dewan Penguji:

1. Dr. Maziyah Mazza Basya, S.HI., M.SEI.
NIP. 199001092019032014
(Penguji 1)
2. Dr. Lilik Rahmawati, S.Si., M.El.
NIP. 198106062009012008
(Penguji 2)
3. Fatikul Himami, MEI.
NIP. 198009232009121002
(Penguji 3)
4. Mohammad Dliyauf Muflihini, S.E.I, M.E.
NIP. 202202001
(Penguji 4)

Tanda Tangan:



Surabaya, 5 Januari 2026



Dr. Sirajul Arifin, S.Ag., S.S., M.E.I.
NIP. 197005142000031001



**KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN**

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

**LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS**

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Alysia Qotrunnada
NIM : 08040420099
Fakultas/Jurusan : Fakultas Ekonomi dan Bisnis Islam/ Ekonomi Syariah
E-mail address : alysiaqotrunnada08@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☒ Sekripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)
yang berjudul :

Pengaruh *Islamic Religiosity, Animosity, dan Ethnocentrism* terhadap Minat Beli Kosmetik China Skintific dengan *Marketplace* Shopee pada Generasi Z di Surabaya

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara **fulltext** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 14 Januari 2026
Penulis

(Alysia Qotrunnada)

ABSTRAK

Perkembangan industri kosmetik, termasuk produk asal Tiongkok, meningkat pesat seiring kemajuan teknologi yang memudahkan Generasi Z dalam mengambil keputusan pembelian secara *online*. Meningkatnya konsumsi produk kosmetik asal China dan adanya faktor psikologis serta sosial-budaya dapat memengaruhi perilaku pembelian konsumen Muslim.

Penelitian ini dilakukan untuk menganalisis pengaruh *islamic religiosity*, *animosity* dan *ethnocentrism* terhadap minat beli produk kosmetik China skintific di *marketplace* shopee pada generasi Z di Surabaya. Penelitian menggunakan metode dengan pendekatan kuantitatif dengan survei terhadap 150 responden yang dipilih menggunakan *purposive sampling*. Pengumpulan data dilakukan menggunakan penyebaran kuisioner, kemudian diolah dengan bantuan IBM SPSS 26 melalui serangkaian tahapan analisis, meliputi uji validitas, uji reabilitas, uji asumsi klasik, regresi linier berganda, uji parsial, uji simultan serta analisis koefisien determinasi.

Temuan penelitian menunjukkan bahwa *islamic religiosity* dan *ethnocentrism* tidak memberikan pengaruh yang signifikan terhadap minat beli. Sebaliknya, *animosity* terbukti memiliki pengaruh positif dan signifikan terhadap minat beli. Secara bersamaan (simultan), ketiga variabel tersebut berpengaruh signifikan, dengan nilai R square sebesar 0,325. Angka ini mengindikasikan bahwa 32,5% variabel minat beli dapat dipengaruhi oleh ketiga variabel tersebut, sementara 67,5% sisanya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Penelitian ini menyarankan agar masyarakat mempertimbangkan aspek *islamic religiosity*, *animosity*, dan *ethnocentrism* ketika memilih atau membeli suatu produk. Di samping itu, hasil penelitian ini juga diharapkan dapat menjadi bahan masukan yang konstruktif serta membuka peluang inovasi bagi pengembangan produk skintific di masa yang akan datang.

Kata Kunci: *Islamic religiosity*, *animosity*, *ethnocentrism*, minat beli

ABSTRACT

The development of the cosmetic industry, including products originating from China, has grown rapidly alongside technological advancements that enable Generation Z to make online purchasing decisions more easily. The increasing consumption of Chinese cosmetic products, along with psychological and socio-cultural factors, may influence the purchasing behavior of Muslim consumers.

This study aims to analyze the influence of Islamic religiosity, animosity, and ethnocentrism on the purchase intention of Chinese cosmetic products (Skintific) on the Shopee marketplace among Generation Z in Surabaya. The research employs a quantitative approach using a survey method with 150 respondents selected through purposive sampling. Data were collected through the distribution of questionnaires and subsequently processed using IBM SPSS 26 through a series of analytical procedures, including validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, partial testing, simultaneous testing, and the analysis of the coefficient of determination.

The findings indicate that Islamic religiosity and ethnocentrism do not have a significant influence on purchase intention. In contrast, animosity is proven to have a positive and significant effect on purchase intention. Simultaneously, the three variables show a significant combined influence, with an R-squared value of 0.325. This indicates that 32.5% of the variance in purchase intention is explained by these variables, while the remaining 67.5% is influenced by other factors not examined in this study.

This study suggests that consumers should take into consideration aspects of Islamic religiosity, animosity, and ethnocentrism when selecting or purchasing a product. In addition, the findings of this research are expected to serve as constructive input and create opportunities for innovation in the future development of Skintific products.

Keywords: islamic religiosity, animosity, ethnocentrism, purchase intention.

DAFTAR ISI

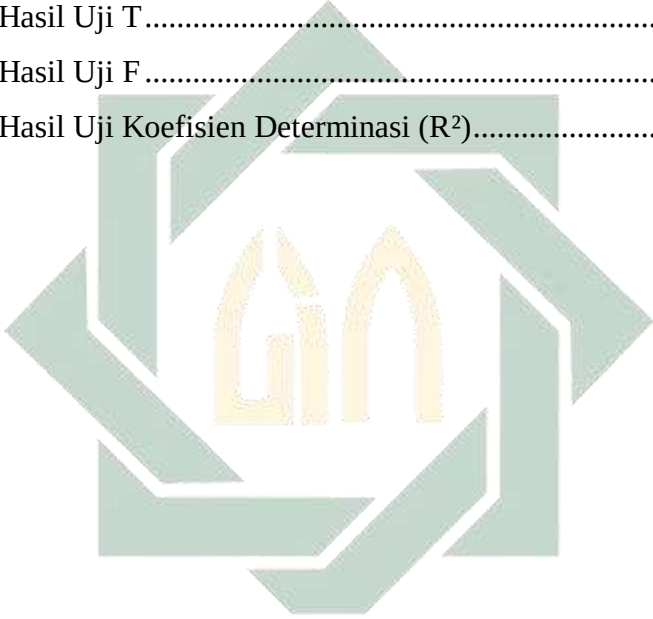
HALAMAN JUDUL	i
PERNYATAAN ORISINALITAS SKRIPSI.....	ii
LEMBAR PERSETUJUAN SKRIPSI/MUNAQOSAH	iv
LEMBAR PENGESAHAN	v
LEMBAR PERSETUJUAN PUBLIKASI	vi
ABSTRAK	vii
ABSTRACT	viii
KATA PENGANTAR.....	ix
DAFTAR ISI.....	xi
DAFTAR GAMBAR.....	xiii
DAFTAR TABEL.....	xiv
DAFTAR LAMPIRAN	xv
BAB I PENDAHULUAN.....	1
1.1. Latar Belakang	1
1.2. Rumusan Masalah.....	11
1.3. Tujuan Penelitian	12
1.4. Manfaat Penelitian	12
BAB II LANDASAN TEORI	14
2.1. Kajian Teori	14
2.2. Tinjauan Penelitian Terdahulu.....	39
2.3. Pengembangan Hipotesis	47
2.4. Kerangka Konseptual.....	53
BAB III METODE PENELITIAN	55
3.1. Jenis Penelitian.....	55
3.2. Lokasi Penelitian.....	56
3.3. Definisi Operasional, Variabel dan Pengukuran Variabel	56
3.4. Populasi dan Sampel	62
3.5. Jenis dan Sumber Data.....	64
3.6. Teknik Pengumpulan Data.....	66

3.7. Skala Pengukuran Variabel.....	66
3.8. Teknik Analisis Data.....	67
3.9. Pengujian Hipotesis	71
BAB IV HASIL PENELITIAN.....	74
4.1. Deskripsi Objek Penelitian	74
4.2. Karakteristik Responden.....	77
4.3. Hasil Jawaban Responden.....	79
4.4. Hasil Penelitian	96
4.5. Analisis Data	107
BAB V KESIMPULAN.....	131
5.1. Kesimpulan	131
5.2. Saran	131
DAFTAR PUSTAKA.....	133
LAMPIRAN.....	145

UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR GAMBAR

Gambar 1. 1 Grafik Presentase <i>E-Commerce</i> yang Sering Digunakan.....	3
Gambar 1.2 Grafik Brand Perawatan Wajah Terlaris di <i>E-Commerce</i>	5
Gambar 1.3 Data Generasi Z di Kota Surabaya	10
Gambar 2.1 Kerangka Konseptual	54
Gambar 4. 1 Skintfic Official Store pada Marketplace Shopee	76
Gambar 4. 2 Hasil Uji Normalitas.....	99
Gambar 4. 3 Hasil Uji Regresi Linier Berganda	101
Gambar 4. 4 Hasil Uji T	103
Gambar 4. 5 Hasil Uji F	106
Gambar 4. 6 Hasil Uji Koefisien Determinasi (R^2).....	107



UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR TABEL

Tabel 1. 1 Tren Peningkatan Penggunaan E-Commerce	2
Tabel 2. 1 Penelitian Terdahulu	39
Tabel 3. 1 Definisi Operasional Variabel.....	58
Tabel 3. 2 Jawaban Skala Likert	67
Tabel 4. 1 Jenis Kelamin Responden	78
Tabel 4. 2 Umur Responden.....	79
Tabel 4. 3 Jawaban Pernyataan 1 Variabel Islamic Religiosity	79
Tabel 4. 4 Jawaban Pernyataan 2 Variabel Islamic Religiosity	80
Tabel 4. 5 Jawaban Pernyataan 3 Variabel Islamic Religiosity	81
Tabel 4. 6 Jawaban Pernyataan 4 Variabel Islamic Religiosity	82
Tabel 4. 7 Jawaban Pernyataan 5 Variabel Islamic Religiosity	82
Tabel 4. 8 Jawaban Pernyataan 1 Variabel Animosity	83
Tabel 4. 9 Jawaban Pernyataan 2 Variabel Animosity	84
Tabel 4. 10 Jawaban Pernyataan 3 Variabel Animosity	85
Tabel 4. 11 Jawaban Pernyataan 4 Variabel Animosity	86
Tabel 4. 12 Jawaban Pernyataan 5 Variabel Animosity	87
Tabel 4. 13 Jawaban Pernyataan 1 Variabel Ethnocentrism	88
Tabel 4. 14 Jawaban Pernyataan 2 Variabel Ethnocentrism	88
Tabel 4. 15 Jawaban Pernyataan 3 Variabel Ethnocentrism	89
Tabel 4. 16 Jawaban Pernyataan 4 Variabel Ethnocentrism.....	90
Tabel 4. 17 Jawaban Pernyataan 5 Variabel Ethnocentrism	91
Tabel 4. 18 Jawaban Pernyataan 6 Variabel Ethnocentrism	92
Tabel 4. 19 Jawaban Pernyataan 1 Variabel Minat Beli	92
Tabel 4. 20 Jawaban Pernyataan 2 Variabel Minat Beli	93
Tabel 4. 21 Jawaban Pernyataan 3 Variabel Minat Beli	94
Tabel 4. 22 Jawaban Pernyataan 4 Variabel Minat Beli	95
Tabel 4. 23 Hasil Uji Validitas.....	96
Tabel 4. 24 Hasil Uji Reabilitas	98
Tabel 4. 25 Hasil Uji Multikolinearitas.....	100
Tabel 4. 26 Hasil Uji Heteroskedastisitas	101

DAFTAR LAMPIRAN

Lampiran 1 Kuisioner Penelitian yang Menggunakan <i>Google Form</i>	145
Lampiran 2 Hasil Data Kuisioner.....	151
Lampiran 3 Hasil Uji Validitas dan Reabilitas	166
Lampiran 4 Uji Asumsi Klasik	169
Lampiran 5 Beberapa Proses Penyebaran Kuesioner Menggunakan <i>WhatsApp</i> dan <i>Instagram</i>	170
Lampiran 6 Informasi Mengenai Skintific	171
Lampiran 7 Surat Izin Penelitian.....	172
Lampiran 8 Keterangan Hasil Plagiasi	173



UIN SUNAN AMPEL
S U R A B A Y A

DAFTAR PUSTAKA

- Abdullah, M. (2015). *Metodologi Penelitian Kuantitatif* (Cetakan I). Aswaja Pressindo.
- Adiba, E. M., & Wulandari, D. A. (2018). Pengaruh Halal Knowledge, Islamic Religiosity, dan Attitude terhadap Behavior Konsumen Muslim Generasi Y Pengguna Kosmetik Halal di Surabaya. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1(3), 357–369. <https://doi.org/10.31842/jurnal-inobis.v1i3.42>
- Adnan, A. A. (2011). ISLAMIC CONSUMER BEHAVIOR (ICB): ITS WHY AND WHAT. *Journal of Business and Social Science*, 2(21), 157–165.
- Ahmad, A. N., Rahman, A. A., & Rahman, S. A. (2015). Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products. *International Journal of Social Science and Humanity*, 5(1), 10–14. <https://doi.org/10.7763/ijssh.2015.v5.413>
- Ahmed, Z., Anang, R., Othman, N., & Sambasivan, M. (2013). To purchase or not to purchase US products : role of religiosity , animosity , and ethno-centrism among Malaysian consumers. *Journal of Services Marketing*, 27(7), 551–563. <https://doi.org/10.1108/JSM-01-2012-0023>
- Aksoy, H., & Abdulfatai, O. Y. (2019). Exploring the impact of religiousness and culture on luxury fashion goods purchasing intention: A behavioural study on Nigerian Muslim consumers. *Journal of Islamic Marketing*, 10(3), 768–789. <https://doi.org/10.1108/JIMA-01-2018-0022>
- Alam, S. S., Mohd, R., & Hisham, B. (2011). Is religiosity an important determinant on Muslim consumer behaviour in Malaysia? *Journal of Islamic Marketing*, 2(1), 83–96. <https://doi.org/10.1108/17590831111115268>
- Alika, F., Listiana, E., Afifah, N., Mayasari, E., Jl Profesor Dokter H Hadari Nawawi, J. H., Laut, B., Pontianak Tenggara, K., Pontianak, K., & Barat, K. (2024). TikTok social media marketing and beauty influencers' impact on skintific purchase decisions through brand awareness. *Journal of Management Science (JMAS)*, 7(1), 165–174. www.exsys.iocspublisher.org/index.php/JMAS
- Aliza, P., & Akbar, N. (2024). The influence of brand image, halal label, and religiosity on the purchasing attitude of local halal cosmetics in Bogor. *Journal of Islamic Economics Lariba*, 10(1), 169–182. <https://doi.org/10.20885/jielariba.vol10.iss1.art10>
- Alshammari, E., Williams, M., & Morgan, N. (2018). The Impact of Consumer Ethnocentrism and Antecedents in an Emerging Market. *International Review of Management and Business Research*, 7(1), 214–222. [https://doi.org/10.30543/7-1\(2018\)-20](https://doi.org/10.30543/7-1(2018)-20)
- Amalia, F. (2019). The Role of Religiosity on Halal Product Purchasing Decision Case Study : Wardah Cosmetics. *Journal of Digital Marketing and Halal Industry*, 1(1), 19–24. <https://doi.org/10.21580/jdmhi.2019.1.1.4774>
- Ameen, N., Cheah, J. H., & Kumar, S. (2022). It's all part of the customer journey: The impact of augmented reality, chatbots, and social media on the

- body image and self-esteem of Generation Z female consumers. *Psychology and Marketing*, 39(11), 2110–2129. <https://doi.org/10.1002/mar.21715>
- Ancok, D., & Suroso, F. N. (2000). *Psikologi Islami* (3rd ed.). Pustaka Pelajar. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=111510#>
- Antonetti, P., Manika, D., & Katsikeas, C. (2019). Why consumer animosity reduces product quality perceptions: The role of extreme emotions in international crises. *International Business Review*, 28(4), 739–753. <https://doi.org/10.1016/j.ibusrev.2019.02.003>
- Apriliana, E. S. (2019). Faktor-Faktor Yang Mempengaruhi Minat Beli Pakaian Syar'i (Studi Kasus Mahasiswi Uin Antasari Banjarmasin). *Al Iqtishadiyah Jurnal Ekonomi Syariah Dan Hukum Ekonomi Syariah*, 5(1), 10. <https://doi.org/10.31602/iqt.v5i1.2140>
- Arikunto, S. (2013). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta. <https://onsearch.id/Author/Home?author=SUHARSIMI%2C+Arikunto>
- Arslandere, M., & Yusuf, E. R. (2020). The Impact of Country of Origin Effect and Consumer Ethnocentrism on Purchase Intention of Foreign Brand Recreational Materials Used in Sports Activities: An *Turkish Journal of Sport and Exercise*, 22(2), 171–182. <https://doi.org/10.15314/tsed.748785>
- Astogini, D., Wahyudin, & Wulandari, S. Z. (2011). Aspek Religiusitas dalam Keputusan Pembelian Produk Halal. *Jeba*, 13(1), 1–8.
- Asyhari, A., & Yuwalliatin, S. (2022). Moderating role of customer value on the effect of animosity, ethnocentrism and religiosity toward purchase decision: study on Chinese cosmetic. *Jurnal Siasat Bisnis*, 26(2), 138–153. <https://doi.org/10.20885/jsb.vol26.iss2.art2>
- Auruskeviciene, V., & Vianelli, D. (2012). Comparison of consumer ethnocentrism behavioural patterns in transitional economies. *Transformations in Business & Economics*, 11(2). https://www.researchgate.net/publication/233415758_Comparison_of_consumer_ethnocentrism_behavioural_patterns_in_transitional_economies
- Azizah, H. N., Purwanto, P., Alfianto, A. N., & Labib, A. (2022). Niat Berperilaku Masyarakat dalam Menggunakan Vaksin halal : Penerapan Teori of Planned Behaviour. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 4(5), 1365–1379. <https://doi.org/10.47467/alkharaj.v4i5.942>
- Badan Pusat Statistik (BPS) Kota Surabaya. (2024). *Banyak Penduduk Menurut Kelompok Umur dan Jenis Kelamin Hasil Sensus Penduduk - Tabel Statistik - Badan Pusat Statistik Kota Surabaya*. <https://surabayakota.bps.go.id/id/statistics-table/2/MjY1IzI=/banyak-penduduk-menurut-kelompok-umur-dan-jenis-kelamin-hasil-sensus-penduduk.html>
- Balabanis, G., Diamantopoulos, A., Mueller, R. D., & Melewar, T. C. (2001). The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. *Journal of International Business Studies*, 32(1), 157–175. <https://doi.org/10.1057/palgrave.jibs.8490943>
- Bananuka, J., Kasera, M., Najjemba, G. M., Musimenta, D., Ssekiziyivu, B., & Kimuli, S. N. L. (2020). Attitude: mediator of subjective norm, religiosity

- and intention to adopt Islamic banking. *Journal of Islamic Marketing*, 11(1), 81–96. <https://doi.org/10.1108/JIMA-02-2018-0025>
- Basyir, A. (2019). Pengaruh Fashion Lifestyle Dan Pengetahuan Produk Terhadap Minat Beli (Studi Terhadap Konsumen Batik Tulis Madura Al-Fath KKG Bangkalan). *Jurnal Pendidikan Tata Niaga(JPTN)*, 07(03).
- Bhuian, S., & Sharma, S. K. (2017). Predicting consumer pro-environmental behavioral intentionThe moderating role of religiosity. *Review of International Business and Strategy*, 27(3), 352–368. <https://doi.org/10.1108/RIBS-03-2017-0022>
- Bonne, K., Vermeir, I., & Verbeke, W. (2009). Impact of religion on halal meat consumption decision making in Belgium. *Journal of International Food and Agribusiness Marketing*, 21(1), 5–26. <https://doi.org/10.1080/08974430802480628>
- Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*, 97(1), 139–158. <https://doi.org/10.1007/s10551-010-0501-6>
- Databoks.katadata.co.id. (2022). *E-Commerce Terpopuler di Kalangan Anak Muda, Siapa Juaranya?* <https://databoks.katadata.co.id/datapublish/2022/06/28/e-commerce-terpopuler-di-kalangan-anak-muda-siapa-juaranya>
- Dila Khoirin anisa, & Novi Marlana. (2022). Pengaruh User Generated Content Dan E-Wom Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion. *Jurnal Sinar Manajemen*, 9(2), 207–218. <https://doi.org/10.56338/jsm.v9i2.2610>
- Diphayana, W. (2018). *Perdagangan Internasional*. Deepublish. https://books.google.co.id/books?id=NJvFDwAAQBAJ&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- Divianjella, M., Muslichah, I., & Ariff, Z. H. A. (2020). Do religiosity and knowledge affect the attitude and intention to use halal cosmetic products? evidence from Indonesia. *Asian Journal of Islamic Management (AJIM)*, 2(2), 71–81. <https://doi.org/10.20885/ajim.vol2.iss2.art1>
- Endaryono, B. T., Paramansyah, A., & Djuhartono, T. (2018). Peran Kinerja dapat Meningkatkan Pendapatan untuk Peningkatan Ekonomi Keluarga Menurut Perspektif Islam. *Sosio E-Kons*, 10(1), 11. <https://doi.org/10.30998/sosioekons.v10i1.2347>
- Ercis, A., & Celik, B. (2019). The Subtle Interplay of Competing Subjective Norms, Affinity and Animosity in Consumer a Version or Onclination to Foreign Goods. *Journal of Global Strategic Management*, 13(2), 5–12. <https://doi.org/10.20460/JGSM.2020.277>
- Ernawati, S. (2019). Pengaruh Etnosentrisme Dan Product Knowledge Terhadap Minat Beli Produk Tembe Mee Donggo. *Distribusi - Journal of Management and Business*, 7(2), 215–230. <https://doi.org/10.29303/distribusi.v7i2.92>
- Ersad, D., & Jaolis, F. (2022). Pengaruh Consumer Attitudes Toward Local Business Dan Ethnocentrism Terhadap Intention To Purchase Local Food

- Degan Consumer Attitudes Toward Local Food Sebagai Variabel Intervening Studi Kasus Kuliner Lokal Bali Di Aplikasi Marketplace. *Agora*, 10(1).
- Essoo, N., & Dibb, S. (2004). Religious Influences on Shopping Behaviour: An Exploratory Study. *Journal of Marketing Management*, 20(7–8), 683–712. <https://doi.org/10.1362/0267257041838728>
- Ettenson, R., & Klein, J. G. (2005). The fallout from French nuclear testing in the South Pacific: A longitudinal study of consumer boycotts. *International Marketing Review*, 22(2), 199–224. <https://doi.org/10.1108/02651330510593278>
- Fauziyyah, S., & Suryaningsih, I. B. (2021). Country of Origin as Determinants of Perceived Quality With Moderation Ethnocentrism. *Journal of Business & Applied Management*, 14(1), 69–82. <http://journal.ubm.ac.id/>
- Ferdinand, A. (2002). *Structural Equation Modeling dalam Penelitian Manajemen*. FE UNDIP. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=357589>
- Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 25 edisi ke-9*. Badan Penerbit Universitas Diponegoro. <http://kin.perpusnas.go.id/DisplayData.aspx?pId=218217&pRegionCode=U N11MAR&pClientId=112>
- Hair, J. F., Anderson, R. E., & Black, W. C. (1998). *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice Hall.
- Hair, J. 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>
- Hakim, L. (2012). *Prinsip-Prinsip Ekonomi Islam*. Erlangga. <https://library.unismuh.ac.id/opac/detail-opac?id=8850>
- Halim, N. R., & Iskandar, D. A. (2019). Pengaruh Kualitas Produk, Harga dan Strategi Promosi Terhadap Minat Beli. *Jurnal Ilmu Dan Riset ...*, 4(3), 415–424. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2605>
- Halimi, T. A. (2017). Examining the variation in willingness to buy from offending product's origin among fellow nationals: A study from the Arab/Muslim-Israeli conflict. *Journal of Islamic Marketing*, 8(2), 243–260. <https://doi.org/10.1108/JIMA-01-2015-0003>
- Hamad, M. O. E. (2015). The Impact of Religiosity, Animosity, and Ethnocentrism on American Product Purchase Intention: Product and Country Image as a Mediator. *Dissertation University of Malaya*.
- Hamin, & Elliott, G. (2006). A less-developed country perspective of consumer ethnocentrism and “country of origin” effects: Indonesian evidence. *Asia Pacific Journal of Marketing and Logistics*, 18(2), 79–92. <https://doi.org/10.1108/13555850610658246>
- Han, C. M., & Nam, H. (2020). How inter-country similarities moderate the effects of consumer ethnocentrism and cosmopolitanism in out-group country perceptions: An Asian perspective. *International Marketing Review*, 37(1), 130–155. <https://doi.org/10.1108/IMR-05-2019-0140>
- Haque, A., Rahman, S., & Haque, M. (2011). Religiosity ethnocentrism and corporate image towards the perception of young muslim consumers:

- Structural equation modeling approach. *European Journal of Social Sciences*, 23(1), 98–108.
- Hartanto, B., & Indriyani, L. (2022). *Minat Beli di Marketplace Shopee*. PT. Inovasi Pratama Internasional. https://books.google.co.id/books?id=iP56EAAAQBAJ&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- Heydiana, A., & Aliyanti, F. E. (2024). The effects of brand image, halal label, and animosity on purchasing decision with promotion as a moderating variable: A case study of Scarlett Whitening sales at Mutiara Kosmetik Shop. *Journal of Islamic Economics Lariba*, 10(2), 1043–1064. <https://doi.org/10.20885/jielariba.vol10.iss2.art22>
- Huang, K.-P., Wang, K. Y., & Cheng, S. (2020). Brand Evaluation, Animosity, Ethnocentrism and Purchase Intention: a Country of Origin Perspective. *IJOI The International Journal of Organizational Innovation*, 12(4), 2019–1033. <http://www.ijoi-online.org/>
- Huang, Y. A., Phau, I., & Lin, C. (2010). Effects of animosity and allocentrism on consumer ethnocentrism: Social identity on consumer willingness to purchase. *Asia Pacific Management Review*, 15(3), 359–376.
- Humisar, R., Suhud, U., & Purwohedi, U. (2021). Impact of Ethnocentrism and Other Factors on Willingness to Buy Chinese Cars. *Journal of Consumer Sciences*, 6(1), 62–76. <https://doi.org/10.29244/jcs.6.1.62-76>
- Indah Permatasari, M., Soesanto, H., & Manajemen, J. (2015). Analisis Consumer Ethnocentrism Dan Perceived Value Terhadap Minat Beli Konsumen Dengan Brand Image Sebagai Mediator. *Diponegoro Journal of Management*, 4(2011), 1–9. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Indra P., I. M., & Cahyaningrum, I. (2019). *Cara Mudah Memahami Metodologi Penelitian*. Deepublish. https://books.google.co.id/books?id=e--iDwAAQBAJ&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- Janie, D. N. A. (2012). Statistik Deskriptif & Regresi Linier Berganda dengan SPSS. In *Semarang University Press*. Semarang University Press.
- Junjuran, M. I., & Nawangsari, A. T. (2021). *Pengolahan Data Statistik dengan Menggunakan EViews dalam Penelitian Bisnis*. Insan Cendekia Mandiri. <https://insancendekiamandiri.com/detail/pengolahan-data-statistik-dengan-menggunakan-eviews-dalam-penelitian-bisnis.html>
- Kamus Besar Bahasa Indonesia (KBBI) Online. (2023a). *Arti Kata Minat*. <https://kbbi.web.id/minat>
- Kamus Besar Bahasa Indonesia (KBBI) Online. (2023b). *Arti kata religius*. <https://kbbi.web.id/religius>
- Khan, N., Sarwar, A., & Tan, B. C. (2020). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Kinasih, V. T. T., Afifah, N., & Shalahuddin, A. (2023). The Influence of Brand Image, Celebrity Endorser, and Online Customer Review on Purchasing Decision on Skintific Beauty Products with The Fear of Missing Out (FoMO) as a Mediating Role. *Jurnal Ekonomi*, 12(04), 2023.

- <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Kiriri, P. N. (2019). Consumer Perception: Animosity, Ethnocentrism and Willingness to Buy Chinese Products. *European Journal of Marketing and Economics*, 2(1), 32. <https://doi.org/10.26417/ejme.v2i1.p32-46>
- Kotler, P. (2008). *Manajemen Pemasaran*. Erlangga. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=475228>
- Kurniawan, H. (2023). Decoding purchase decisions: The interplay of brand image, courtesy, and religiosity. *Journal of Management and Digital Business*, 3(3), 176–190. <https://doi.org/10.53088/jmdb.v3i3.1095>
- Kusumawardani, K. A., & Yolanda, M. (2021). The Role of Animosity, Religiosity, and Allocentrism in Shaping Purchase Intention through Ethnocentrism and Brand Image. *Organizations and Markets in Emerging Economies*, 12(2), 503–525. https://doi.org/10.1007/978-3-319-44108-5_10
- Kusumawardhini, S. S., Hati, S. R. H., & Daryanti, S. (2016). *Understanding Islamic Brand Purchase Intention: The Effects of Religiosity, Value Consciousness, and Product Involvement*. December, 158–166. <https://doi.org/10.15405/epsbs.2016.11.02.15>
- Laraswati, C., & Harti, H. (2022). Pengaruh Persepsi Kualitas, Citra Merek dan Etnosemtrisme Konsumen Terhadap Minat Pembelian Produk Somethinc. *Jurnal Ekobis: Ekonomi, Bisnis & Manajemen*, 12(2), 3–6. <http://ejournal.stiemj.ac.id/index.php/ekobis/article/view/564>
- Li, X., Yang, J., Wang, X., & Lei, D. (2012). The impact of country-of-origin image, consumer ethnocentrism and animosity on purchase intention. *Journal of Software*, 7(10), 2263–2268. <https://doi.org/10.4304/jsw.7.10.2263-2268>
- Mahardika, T. P. (2019). PENGARUH PENGETAHUAN DAN RELIGIUSITAS TERHADAP MINAT BELI DENGAN SIKAP KONSUMEN SEBAGAI VARIABEL MEDIASI (Studi pada Pengguna Kosmetik Wardah di Yogyakarta). *Jurnal Ilmu Manajemen*, 16(2), 83–93. <https://journal.uny.ac.id/index.php/jim/article/view/34766>
- McCarthy, E. J. (2002). *Dasar-Dasar pemasaran*. Erlangga. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=636272>
- Mubin, N., & Setyaningsih, S. (2020). Pengaruh Konten Radikal Terhadap Sikap Radikalisme (Analisis Berdasarkan Theory of Planned Behavior dari Ajzen dan Fishbein). *Personifikasi: Jurnal Ilmu Psikologi*, 11(2), 181–201. <https://doi.org/10.21107/personifikasi.v11i2.9104>
- Mukucha, P., & Jaravaza, D. C. (2021). Global Fast Food Brands: The Role of Consumer Ethnocentrism in Frontier Markets. *The Journal of Industrial Distribution & Business*, 12(6), 7–21. <http://dx.doi.org/10.13106/jidb.2021.vol12.no6.7>
- Munawaroh, L., Wijayantini, B., & Setianingsih, W. E. (2022). Celebrity Endorser, E-Wom dan Harga yang Kompetitif terhadap Keputusan Pembelian Secara Online. *BUDGETING: Journal of Business, Management and Accounting*, 3(2), 374–388. <https://doi.org/10.31539/budgeting.v3i2.3962>
- Muzakkir. (2013). Hubungan Religiusitas Dengan Perilaku Prososial Mahasiswa

- Angkatan 2009/2010 Fakultas Tarbiyahdan Keguruan Uin Alauddin Makassar. *Jurnal Diskursus Islam*, 1(3), 366–380.
- Nasrullah, M. (2015). Islamic Branding, Religiusitas Dan Keputusan Konsumen Terhadap Produk. *Jurnal Hukum Islam*, 13(2), 79–87. <https://doi.org/10.28918/jhi.v13i2.487>
- Nawari. (2010). Analisis Regresi dengan MS Excel 2007 dan SPSS 17. In *PT. Elex Media Komputindo*. Elex Media Komputindo.
- Nguyen, T. D., Nguyen, T. T. M., & Barrett, N. J. (2008). Consumer ethnocentrism, cultural sensitivity, and intention to purchase local products - evidence from Vietnam. *Journal of Consumer Behaviour*, 7(1), 88–100. <https://doi.org/10.1002/CB.238>
- Nickerson, C., & Menon Nandialath, A. (2020). The impact of religious salience on purchase intentions: evidence from the UAE. *Journal of Islamic Marketing*, 11(6), 1339–1350. <https://doi.org/10.1108/JIMA-01-2019-0005>
- Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Nuril Huda, S. A. (2018). Model Green Purchase Behavior Berbasis Theory Of Planned Behavior. *Sains Manajemen Dan Kewirausahaan*, 2(1), 51–60.
- Nurlan, F. (2019). *Metodologi Penelitian Kuantitatif* (Cetakan 1). CV. Pilar Nusantara. https://books.google.co.id/books?hl=id&lr=&id=OXYqEAAQBAJ&oi=fnd&pg=PA1&dq=penelitian+kuantitatif+deskriptif+&ots=-fAGNcr3ts&sig=5Qp2knTE7EDG_68rqpHZwQl9b4o&redir_esc=y#v=onepage&q=penelitian kuantitatif deskriptif&f=false
- Pamungkas, A. R., & Wardhani, M. F. (2024). Pengaruh Gaya Hidup, Brand Ambassador Dan Harga Produk Terhadap Keputusan Pembelian Konsumen Pada Produk Skincare Skintific. *Jurnal Maneksi*, 13(2), 362–369. <https://doi.org/10.31959/jm.v13i2.2162>
- Prakasita, T. A., & Wardana, A. (2022). Safety, Quality, and Religion on the Consumption of Halal Cosmetic Products: Views of Female Muslim University-Students. *Jurnal Ilmu Sosial Dan Humaniora*, 11(2), 191–203. <https://doi.org/10.23887/jish.v11i2.39251>
- Pranatawijaya, V. H., Widiatry, W., Priskila, R., & Putra, P. B. A. A. (2019). Penerapan Skala Likert dan Skala Dikotomi Pada Kuesioner Online. *Jurnal Sains Dan Informatika*, 5(2), 128–137. <https://doi.org/10.34128/jsi.v5i2.185>
- Pratiwi, A. E., Purwanto, H., & Sidanti, H. (2022). Pengaruh Halal Awareness dan Relegiusitas terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening (Studi Empiris Masyarakat Kota Madiun)n. *SIMBA (Seminar Inovasi Manajemen Bisnis Dan Akuntansi 4)*, 4.
- Priadana, S., & Sunarsi, D. (2021). *Metode Penelitian Kuantitatif* (Cetakan Pe). Pascal Books. https://books.google.co.id/books?hl=id&lr=&id=9dZWEAAQBAJ&oi=fnd&pg=PR2&dq=penelitian+kuantitatif+deskriptif+&ots=1faDJ55pPc&sig=StHPwhHzPaKPtqwztkSvvqHqMm&redir_esc=y#v=onepage&q=penelitian

kuantitatif deskriptif&f=false

- Purwanza, S. W., Wardhana, A., Mufidah, A., Renggo, Y. R., Hudang, A. K., Setiawan, J., Darwin, Badi'ah, A., Sayekti, S. P., Fadlilah, M., Nugrohowardhani, R. L. K. R., Amiruddin, Saloom, G., Hardiyani, T., Tondok, S. B., Prisusanti, R. D., & Rasinus. (2022). *Metodologi Penelitian Kuantitatif, Kualitatif dan Kombinasi*. Media Sains Indonesia.
- Purwianti, L. (2021). Pengaruh Religiositas, EWOM, Brand Image dan Attitude terhadap Purchase Intention. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 5(1), 40–50. <https://doi.org/10.4135/9781452229669.n2959>
- Putri, O. M., & Wijaksana, T. I. (2021). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Purchase Decision Pada Konsumen Produk Wardah Melalui Marketplace Shopee. *Journal E-Proceeding of Management*, 8(5), 6394–6403.
- Rakhmawati, A. (2018). Pengaruh Label Halal Dan Religiusitas Terhadap Minat Beli Dan Keputusan Pembelian (Studi Pada Wardah Beauty House Surabaya). *Jurnal Sketsa Bisnis*, 5(1), 49–59.
- Ramadania. (2018). Expanding animosity typology as antecedent consumer ethnocentrism toward purchase intentions of foreign products. *Journal of Business & Retail Management Research*, 13(02), 196–206. <https://doi.org/10.24052/jbrmr/v13is02/art-17>
- Ramadhan, M. (2021). *Metode Penelitian*. Cipta Media Nusantara. https://books.google.co.id/books?hl=id&lr=&id=Ntw_EAAAQBAJ&oi=fnd&pg=PR1&dq=penelitian+kuantitatif+deskriptif+&ots=f3lE5JOtcv&sig=tEV3gmncQZWgUDO9pnEJnxjPRE0&redir_esc=y#v=onepage&q=penelitian+kuantitatif+deskriptif+&f=false
- Ridha, N. (2017). Proses Penelitian, Masalah, Variabel dan Paradigma Penelitian. *Jurnal Hikmah*, 14(1). <https://doi.org/10.1111/cgf.13898>
- Riptiono, S. (2020). Pengaruh Allocentris dan Animosity Terhadap Niat Beli Konsumen Pada Produk Makanan Lokal dengan Ethnocentrism Sebagai Intervening Variabel. *Jurnal Aplikasi Bisnis Dan Manajemen*, 6(2), 379–388. <https://doi.org/10.17358/jabm.6.2.379>
- Rizkitysha, T. L., & Hananto, A. (2022). “Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent?” *Journal of Islamic Marketing*, 13(3), 649–670. <https://doi.org/10.1108/JIMA-03-2020-0070>
- Rubiani, L., & Rustam, T. A. (2023). Pengaruh Kualitas Produk, Citra merek dan Word Of Mouth Terhadap Keputusan Pembelian Pada PT Mandiri Apolindo Perkasa. *SCIENTIA JOURNAL : Jurnal Ilmiah Mahasiswa*, 5(3), 1–12. <https://doi.org/10.33884/scientiajournal.v5i3.7572>
- Ryynälä, M. (2021). The effects of COVID-19 on Finnish buying behavior towards foreign food products and traveling. (*Master of Science in Economic and Business Administration*), University of Vaasa, Vaasa.
- Saffu, K., Walker, J. H., & Mazurek, M. (2010). The role of consumer ethnocentrism in a buy national campaign in a transitioning country: Some evidence from Slovakia. *International Journal of Emerging Markets*, 5(2),

- 203–226. <https://doi.org/10.1108/17468801011031829/FULL/PDF>
- Saidani, & Arifin. (2012). Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan Konsumen dan Minat Beli pada Ranch Market. *JRMSI*, 3(2). <https://onsearch.id/Record/IOS4196.article-766>
- Santosa, R., Zain, O. K., Salmah, S., & Kamil, N. (2022). THE ANALYSIS OF CONSUMER ETHNOCENTRISM OF SUNDANESE TYPICAL FOOD (Case Study on Millennial Generation in Bogor Utara). *Jurnal Online Mahasiswa (JOM) Bidang Manajemen*, 7(2). <https://jom.unpak.ac.id/index.php/ilmumanajemen/article/view/2311>
- Saputri, S. (2021). Pengaruh Consumer Ethnocentrism, Islamic Religiosity dan Consumer Animosity terhadap Purchase Intention dengan Product Judgment sebagai Intervening. *Doctor Dissertasion Universitas Putra Bangsa*, 1–10. <http://eprints.universitaspuprabangsa.ac.id/id/eprint/339/>
- Selli, M., & Kurniawan, H. (2014). Effects of Animosity and Allocentrism toward Consumer Ethnocentrism in Shaping Consumers' Willingness to Purchase: A Case Study on Consumers in Greater Jakarta (Jabodetabek Area) in Purchasing Malaysian Products. *ASEAN Marketing Journal*, 6(1), 1–14. <https://doi.org/10.21002/amj.v6i1.3608>
- Setyawati, H. A. (2021). Pengaruh Pengetahuan Produk Dan Religiusitas Terhadap Keputusan Pembelian Dengan Sikap Sebagai Variabel Intervening. *Accounting and Management Journal*, 5(1), 39–46. <https://doi.org/10.33086/amj.v5i1.2047>
- Shankarmahesh, M. N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), 146–172. <https://doi.org/10.1108/02651330610660065>
- Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 26–37. <https://doi.org/10.1007/BF02894609>
- Shihab, M. Q. (2006). *Menabur pesan Ilahi : Al-Quran dan dinamika kehidupan masyarakat* (1st ed.). Lentera Hati. https://books.google.com/books/about/Menabur_pesan_Ilahi.html?hl=id&id=QLVfYgEACAAJ
- Shimp, T. A., & Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280. <https://doi.org/10.2307/3151638>
- Shopee.co.id. (2023). *Tentang Kami*. <https://shopee.co.id/>
- Singh, N., Furrer, O., & Ostinelli, M. (2004). To Localize or to Standardize on the Web: Empirical Evidence from Italy, India, Netherlands, Spain, and Switzerland. *Multinational Business Review*, 12(1), 69–88. <https://doi.org/10.1108/1525383X200400004>
- Song, M. S. (2021). What Semiotic Values Do Cosmetics Consumers Consume?: Analysis of Cosmetic Brand Reputation and Brand Selection Attributes Using Text Mining. *Asian Journal of Beauty and Cosmetology*, 19(2), 263–275. <https://doi.org/10.20402/ajbc.2021.0169>
- Souiden, N., Ladhari, R., & Chang, L. (2018). Chinese perception and willingness to buy Taiwanese brands: The role of ethnocentrism and animosity. *Asia*

- Pacific Journal of Marketing and Logistics*, 30(4), 816–836.
<https://doi.org/10.1108/APJML-09-2017-0203>
- Subandi, S., Anubhakti, D., & Vallendito, B. (2017). Rancang Bangun Kuesioner Survey Berbasis Web. *SENTIA*, 9.
- Sugiyono. (2013a). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*. Alfabeta.
- Sugiyono. (2013b). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Suhud, U. (2018). *The Impact of Consumer Animosity on Purchase Unwillingness in a Boycott of Sari Roti*. 9(July), 87–94.
<https://doi.org/10.21512/bbr.v9i2.4060>
- Suryadi, B., & Hayat, B. (2021). *Religiusitas. Konsep, Pengukuran, dan Implementasi di Indonesia*. Bibliosmia.
https://books.google.co.id/books?id=u3EYEAAAQBAJ&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- Susantio, R., & Candraningrum, D. A. (2019). Pengaruh Brand Image Oi-Dakk dengan penggunaan Endorser untuk promosi di Instagram terhadap Minat Beli Konsumen. *Prologia*, 3(1), 238. <https://doi.org/10.24912/pr.v3i1.6246>
- Swarjana, I. ketut. (2022). *Populasi-Sampel Teknik Sampling & Bias dalam Penelitian*. Penerbit Andi.
https://books.google.com/books/about/POPULASI_SAMPEL_TEKNIK_SAMPLING_BIAS_DAL.html?hl=id&id=87J3EAAAQBAJ
- Swastha, B., & Irawan. (2001). *Manajemen pemasaran modern*. Liberty.
- Tabassi, S., Esmaeilzadeh, P., & Sambasivan, M. (2012). The role of animosity, religiosity and ethnocentrism on consumer purchase intention: A study in Malaysiatoward European brands. *African Journal of Business Management*, 6(23), 17–35. <https://doi.org/10.4018/978-1-4666-2524-2.CH002>
- Thamrin. (2003). *Strategi Pemasaran*. Penerbit Andi.
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=1135529#>
- Thouless, R. H. (1935). The Tendency to Certainty in Religious Belief. *British Journal of Psychology. General Section*, 26(1), 16–31.
<https://doi.org/10.1111/j.2044-8295.1935.tb00771.x>
- Tiliouine, H., Cummins, R., & Davern, M. (2009). Islamic religiosity, subjective well-being, and health. *Mental Health, Religion and Culture*, 12(1), 55–74.
<https://doi.org/10.1080/13674670802118099>
- Ulfa, R. (2019). Variabel Penelitian Dalam Penelitian Pendidikan. *Al-Fathonah: Jurnal Pendidikan Dan Keislaman*, 1(1), 196–215.
<https://doi.org/10.32550/teknodik.v0i0.554>
- Vabø, M., & Hansen, H. (2016). Purchase intentions for domestic food: a moderated TPB-explanation. *British Food Journal*, 118(10), 2372–2387.
<https://doi.org/10.1108/BFJ-01-2016-0044>
- Valenty, Y. A., & Kusuma, H. (2019). Determinan kepatuhan pajak: perspektif theory of planned behavior dan teori institusional. *Proceeding of National Conference on Accounting & Finance*, 1(2017), 47–56.
<https://doi.org/10.20885/ncaf.vol1.art5>
- Walgito, B. (1997). *Pengantar Psikologi Umum*. Andi Offset.
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=561556>

- Wang, C. L., & Chen, Z. X. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: Testing moderating effects. *Journal of Consumer Marketing*, 21(6), 391–400. <https://doi.org/10.1108/07363760410558663>
- Wang, W., He, H., & Li, Y. (2013). Animosity and willingness to buy foreign products: Moderating factors in decision-making of Chinese consumers. *Asia Pacific Business Review*, 19(1), 32–52. <https://doi.org/10.1080/13602381.2011.640133>
- Waworuntu, E. C., Mandagi, D. W., & Pangemanan, A. S. (2022). ‘I See It, I Want It, I Buy It’: The Role of Social Media Marketing in Shaping Brand Image and Gen Z’s Intention to Purchase Local Product. *Society*, 10(2), 351–369. <https://doi.org/10.33019/society.v10i2.463>
- Wel, C. A. C., Alam, S. S., Khalid, N. R., & Mokhtaruddin, S. A. (2018). *Effect of Ethnocentrism and Patriotism on the Buying Intention of Malaysian National Car*. 52, 169–179.
- Wijayanti, C. A., & Elicia, E. (2024). The Role of Ethnocentrism and Animosity on Willingness to Buy Chinese Products; Does Foreign Product Judgement Mediate the Relation? *Klabat Journal of Management*, 5(1), 1. <https://doi.org/10.60090/kjm.v5i1.1038.1-18>
- Yam, J. H., & Taufik, R. (2021). Hipotesis Penelitian Kuantitatif. *Perspektif: Jurnal Ilmu Administrasi*, 3(2), 96–102. <https://doi.org/10.33592/perspektif.v3i2.1540>
- Yeni, Y., & Nining, N. (2023). Penyuluhan Pemilihan dan Penggunaan Kosmetika yang Tepat dan Aman di Kalangan Remaja. *Jurnal PkM (Pengabdian Kepada Masyarakat)*, 6(4), 393. <https://doi.org/10.30998/jurnalpkm.v6i4.9372>
- Yolanda, L., Saputra, F. E., Helmi, R. A., & Komaladewi, R. (2023). Etnosentrisme Konsumen, Kerentanan Pengaruh Normatif, Permusuhan Konsumen terhadap Ketersediaan untuk Membeli. *Journal of Management and Business (JOMB)*, 5(1), 7–21.
- Yuliana, Y., Arwin, A., Weny, W., Lo, C., & Kuan, J. (2022). Analisis Niat Konsumen dalam menggunakan QRIS Dengan Pendekatan Theory of Planned Behavior (TPB). *Jurnal E-Bis*, 6(2), 680–690. <https://doi.org/10.37339/e-bis.v6i2.1032>
- Yulianingsih, Limakrisna, N., & Muharam, H. (2023). Purchasing Decisions Based on Consumer Trust in Halal Topical Cosmetic Products. *International Journal of Business and Applied Economics*, 2(5), 753–770. <https://doi.org/10.55927/ijbae.v2i5.6043>
- Yunitasari, E., & Parahiyanti, C. R. (2022). Investigating the Effect of Consumer Ethnocentrism, Cosmopolitanism, and Relative Product Quality to Brand Preferences: An Insight from Generation Z in Indonesia. *Binus Business Review*, 13(3), 259–272. <https://doi.org/10.21512/bbr.v13i3.8341>
- Yustiani, R., Yunanto, R., Manajemen, P. S., Studi, P., Akuntansi, K., Indonesia, U. K., & Barat, J. (2017). Ilmiah Komputer dan PERAN MARKETPLACE SEBAGAI ALTERNATIF BISNIS DI ERA Ilmiah Komputer dan. *Jurnal Ilmiah Komputer Dan Infromatika (KOMPUTA)*, 6(2).

Yusuf, A. M. (2017). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Kencana. <https://books.google.co.id/books?id=RnA-DwAAQBAJ&printsec=frontcover&hl=id#v=onepage&q&f=false>



UIN SUNAN AMPEL
S U R A B A Y A