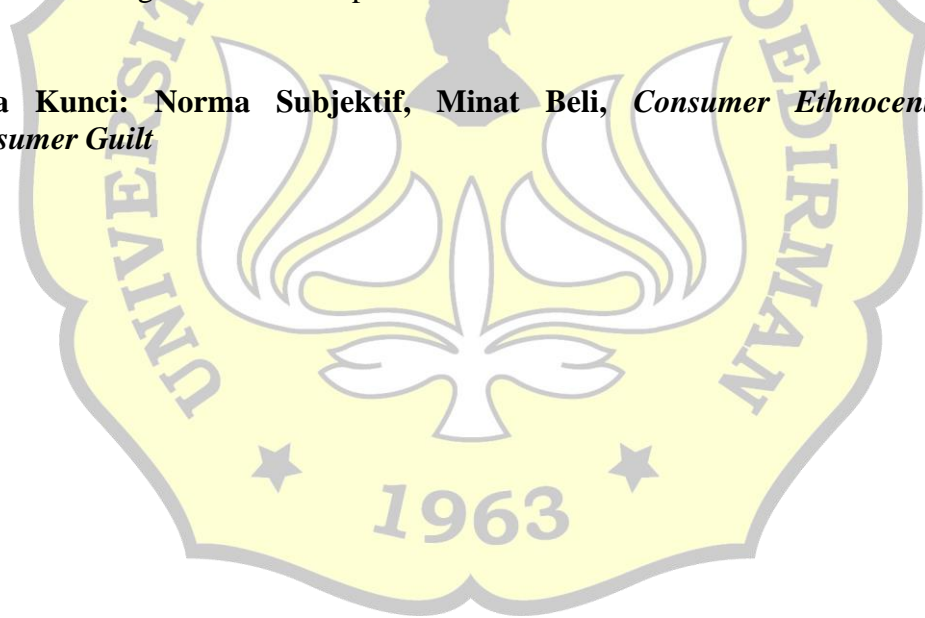


## RINGKASAN

Penelitian ini memiliki tujuan untuk menganalisis pengaruh norma subjektif terhadap minat beli dan *consumer ethnocentrism* sebagai variabel mediasi serta variabel *consumer guilt* sebagai variabel moderasi. Penelitian ini merupakan jenis penelitian survei dengan pendekatan kuantitatif melalui penyebaran kuesioner secara *online* kepada masyarakat yang mengetahui produk lokal UMKM Banyumas. Sampel yang digunakan dalam penelitian ini sebanyak 212 responden yang diambil berdasarkan metode *non-probability sampling* dengan teknik *purposive sampling*. Berdasarkan hasil penelitian dengan menggunakan analisis SEM *software* AMOS menunjukkan bahwa norma subjektif dapat mempengaruhi minat beli dan *consumer ethnocentrism*, serta *consumer ethnocentrism* dapat meningkatkan minat beli. Pada penelitian ini, *consumer ethnocentrism* dapat memediasi dan *consumer guilt* dapat memperkuat hubungan antara norma subjektif terhadap minat beli. Studi ini dapat memberikan masukan bagi UMKM produk lokal mengenai peningkatan minat beli Masyarakat dengan mendalami segi sosial-psikologis individu serta memberikan kontribusi literatur perilaku konsumen mendalam mengenai minat beli produk lokal.

**Kata Kunci:** Norma Subjektif, Minat Beli, *Consumer Ethnocentrism*, *Consumer Guilt*



## SUMMARY

*This study aims to analyze the effect of subjective norms on purchase intention and consumer ethnocentrism as a mediating variable and consumer guilt as a moderating variable. This research is a type of survey research with a quantitative approach through distributing questionnaires online to people who know the local products of Banyumas MSMEs. The sample used in this study was 212 respondents who were taken based on the non-probability sampling method with purposive sampling technique. Based on the results of research using SEM analysis of AMOS software, it shows that subjective norms can influence purchase intention and consumer ethnocentrism, and consumer ethnocentrism can increase purchase intention. In this study, consumer ethnocentrism can mediate and consumer guilt can strengthen the relationship between subjective norms and purchase intention. This study can provide input for local product MSMEs regarding increasing people's buying interest by exploring the social-psychological aspects of individuals and contributing to in-depth consumer behavior literature regarding buying interest in local products.*

**Keywords:** *Subjective Norms, Purchase Intention, Consumer Ethnocentrism, Consumer Guilt*

