

**School of Marketing
Curtin Business School**

**Construction of a Purchase Intention Model Based on
Utility Theory: A Study of Foreign Banks in Indonesia**

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Doctor of Philosophy
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DECLARATION

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgment has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

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Date: 17 January 2014

ABSTRACT

When establishing operations within the Indonesian marketplace, foreign banks are not merely dealing with government regulations, but also a range of competitive challenges from both local banks and other foreign entrants. Yet foreign banks seemingly struggle with the complex suite of local market characteristics and a range of factors impacting Indonesian consumer buying patterns. Therefore, in order to gain market success, greater understanding of these buying patterns, particularly bank customer motives and purchase intentions for various bank products is essential to the success of their operations. This study places an emphasis on consumer choices for foreign bank offerings in an Indonesian market context comprising many banks that offer a wide variety of products and services. The current study examines Indonesian consumer behaviour towards savings accounts and credit cards because these are two of the important bank offerings used by Indonesian consumers. Accordingly, the current study develops a testable conceptual model of Indonesian customer purchase intentions of foreign banks – which is based upon utility theory. The aim of this model was to explore the role of ethnocentrism, experience, animosity, country of origin (COO), and trust, as well as the interplay between these constructs, upon the purchase intentions of Indonesian consumers.

In doing so the study employs utility theory through the integration of economic and psychological perspectives. The analysis shows that utility theory is applicable to determine choice behaviour as the consumer relies upon a wide range of considerations in using a foreign bank's offerings. In regards to the banking context, utility arises when customers show preferences toward particular products and this willingness often translates into repeat of transactions and an increased wallet share for a particular given set of alternatives. In line with the hypothesized theoretical framework, the study provides empirical support for causal relationships between key constructs, namely that experience positively affects COO; COO positively influences consumer trust; and this culminates in trust positively impacting purchase intentions. Furthermore, consistent with the hypotheses model the study shows that social class consciousness and self-consciousness also play roles in moderating the relationship between COO and consumer trust. Hence, purchase intentions may depend not merely on psychological factors, but also social factors, given consumer

attitudes towards trusted products are influenced by the ethnocentric tendency and the positive experience they yield – stemming from the positive view of the source country.

In order to achieve the research objectives, the study applied a Maximum Likelihood (ML) estimation procedure in the context of a Structural Equation Model (SEM) analysis – using both Analysis of Moment Structures (AMOS) and Statistical Package for Social Science (SPSS) in the various aspects of the analysis. The survey was undertaken in Jakarta, Bandung, Surabaya, Semarang, and Bali and gathered 202 usable respondents. The findings demonstrate support for a conceptualized model of purchase intentions for savings and credit cards usage, respectively. Foreign bank savings customers are affected by ethnocentrism and past experience of using the product, their evaluation of COO, and trust, as well as credit cards usage - excluding ethnocentrism. Furthermore, the study acknowledges utility theory to better understand Indonesian consumer behaviour in the context of banking, finds a new insight of experience, and presents the role of social class consciousness and self-consciousness in the purchase intentions. Hence, this study has been developed to enrich theoretical directions and in doing so provides meaningful managerial implications through the identified interplay of factors causing purchase intentions in relation to foreign bank customers within Indonesia.

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LIST OF ABBREVIATIONS

ACI	:	Aku Cinta Indonesia
AGFI	:	Adjusted Goodness of Fit
AMCL	:	Australian Made Campaign Limited
AMOS	:	Analysis of Moment Structures
ANZ	:	Australia and New Zealand
ASEAN	:	Association of Southeast Asian Nations
ASV	:	Average Shared Squared Variance
ATM	:	Automated Cash Machine
AVE	:	Average Variance Extracted
BCA	:	Bank Central Asia
BII	:	Bank Internasional Indonesia
BNI	:	Bank Negara Indonesia
BPM	:	Behavioural Perspective Model
BRI	:	Bank Rakyat Indonesia
BSM	:	Bank Syariah Mandiri
BTN	:	Bank Tabungan Negara
CACM	:	Central American Common Market
CALIS	:	Covariance Analysis and Linear Structural Equations
CEMA	:	Capital Adequacy Maintained Assets
CETSCALE	:	Consumer Ethnocentrism Tendencies Scale
CFA	:	Confirmatory Factor Analysis
CFI	:	Comparative Fit Index
CIMB	:	Commerce International Merchant Bankers Berhad
COO	:	Country of Origin
CR	:	Construct Reliability
DCB	:	Domestic Country Bias
DKI	:	Daerah Khusus Ibukota
EFA	:	Exploratory Factor Analysis
EQS	:	Equations
FDI	:	Foreign Direct Investment
GDP	:	Gross Domestic Product

GE	:	General Electric
GFI	:	Goodness of Fit
GNI	:	Gross National Income
HDI	:	Human Development Index
HSBC	:	Hongkong and Shanghai Banking Corporation Limited
ICBC	:	Insurance Corporation of British Columbia
IDR	:	Indonesian Rupiah Rates
ISC	:	Index of Status Characteristics
KMO	:	Kaiser-Meyer-Olkin
KOSTI	:	Komunitas Onthel Sepeda Tua Indonesia
LISREL	:	Limited Structural Relationships
MAYBANK	:	Malayan Bank
MEA	:	Masyarakat Ekonomi ASEAN
MI	:	Modification Indexes
ML	:	Maximum Likelihood
MSV	:	Maximum Shared Squared Variance
NAB	:	National Australia Bank
NFI	:	Normed Fit Index
OCBC NISP	:	Oversea-Chinese Banking Corporation Nederlands Indische Spaar En Deposito Bank
PBI	:	Peraturan Bank Indonesia
PLS	:	Partial Least Square
RAMONA	:	Reticular Action Model for Moment Structures
RMSEA	:	The Root Mean Square Residual
SD	:	Standard Deviation
SEM	:	Structural Equation Modelling
SEPATH	:	Structural Equation/Path Analysis
SERVPERF	:	Service Performance
SERVQUAL	:	Service Quality
SPSS	:	Statistical Package for Social Science
TLI	:	Tucker-Lewis Index
U.S.	:	United States of America

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Banking customers exhibit a wide variance in product choice behaviour due to the complexity of purchase decision influencers such as product cues or the diversity of their socio-cultural traits. This particular area of marketing within Indonesia needs to be understood due to the many differences in cultures, values, norms, behaviours, mindsets, lifestyles, stereotypes, and other characteristics within society (Kasali 1998). Of particular interest to this study is the manner foreign banks are able to penetrate and compete successfully within the context of the Indonesian marketplace. Whilst Indonesia is geographically located in a strategic position - linking Asia to the Australasian and Oceanic regions in the globe - it has until recently been largely ignored by financial institutions wishing to expand globally. However, the country has been rapidly changing politically and this has translated into more interaction with foreign companies. From this vantage Indonesian policy makers have an interest in the capacity of the economy to attract foreign direct investment (FDI). Accordingly, one important area of concern has been the entry of foreign banks into the Indonesian marketplace. Notwithstanding regulation within the banking sector foreign banks are required to become competitive if they are to attain their chosen outcomes within Indonesia. Whilst central to this competitiveness is their ability to provide customer value it is posited in this thesis there are a wide number of extrinsic non-firm factors that could enhance/impede their competitiveness. This thesis will explore those in more details.

Empirical studies in the extant literature on consumers' attitude towards foreign products reveal several variables that mould customer attitudes, in particular through country of origin (COO) effect (Han and Terpstra 1988; Roth and Romeo 1992), consumer ethnocentrism (Shimp and Sharma 1987; Watson and Wright 2000), and animosity (Klein, Ettenson, and Morris 1998). Such an understanding, of a consumer's behaviour, thoughts and feelings towards foreign products are likely to manifest through their intention to buy banking products. For example, their willingness to utilize savings or deposit accounts, credit cards, loans, and life

assurance could be a function of these variables. Purchase intentions could thus involve a willingness make an initial purchase; repeat a purchase, or increase existing purchases that can help firms build customer retention through enhanced expectations in terms of fulfilling their satisfaction, feelings, self-completion, or status. This occurs in the context of certain levels of purchase risk. In regard to the banking context, customers are encouraged into repeat transactions in a given bank with the aim of increasing (or maximising) share of wallet for each customer. While bank customers often make high-risk purchases (i.e. credit cards, personal loans), they will most likely exhibit repeat purchases thought preferences for products with higher perceived quality (Cronin Jr. and Taylor 1992); towards a trustworthy product with consideration to fulfilment of certain feeling (Holbrook and Hirschman 1982); morality (Shimp and Sharma 1987; Watson and Wright 2000), and/or an evaluation of the country the products are made in (Han and Terpstra 1988; Roth and Romeo 1992). This conceptualization serves as direction for the current study whereby bringing into focus consumer ethnocentrism, past experience in using products, animosity, COO and consumer trust. Furthermore, it is implied in these and other studies that several psychological and social factors may underpin a consumer's purchase intention. Indeed, prior empirical literature contains little empirical evidence upon the effects of consumer trust towards foreign banking products so this relationship, among others, will be tested in this thesis.

Moreover, a range of potential factors that include social class consciousness and self-consciousness have also not been previously empirically examined in the extant literature. On that basis, social class consciousness and self-consciousness will be shown to form part of a conceptual model examining the purchase intentions of Indonesian consumers towards foreign banks. Hence, the current study attempts to fill this gap into the literature by building on empirical work and will accordingly propose a number of specific factors that encourage their purchase intentions. The current study develops a conceptual framework for understanding what factors drive purchase intentions by employing utility theory. It also establishes the effects of social class consciousness and self-consciousness on the relationship between COO and trust. The multi-faceted constructs establish in the model represents the complexity of bank customer behaviour in Indonesia. Therefore, the model incorporates numerous variables that culminate in result in their purchase intentions.

1.2 Background of the Problem

Global financial liberalization has resulted in many banks having offices and territories worldwide and these do effect the behaviour towards domestic bank purchases through increased competition within the host country (Lehner and Schnitzer 2008; Lensink and Hermes 2004). One empirical study examined the effect of foreign bank entry (Claessens, Demirgüç-Kunt, and Huizinga 2001) to reveal that whilst foreign bank entry opens up new markets it can greatly affect the host country in terms of its national banking markets. This shows clearly shows that companies need to be prepared to face foreign competitors (Jeannet and Hennessey 2004) and the potential added effects this can have upon sectors as a whole. This of course can also be positive. For example, when faced with foreign competition this greatly encourages domestic banks to improve their efficiency. Claessens, Demirgüç-Kunt, and Huizinga (2001) studied the effect of foreign banks upon domestic banks in 80 countries, and found differences in: financial conditions, market shares, bank spread and profitability levels, as well as improvements to the level of competitiveness. However, the competitive conditions associated with the expansion into international markets also create considerable challenges. Sethi and Elango (1999) identified a company's firm resources, industry structure, and environmental factors in the home country impacted competitiveness. Foreign banks clearly require an understanding of the banking customer' characteristics within host country markets and thus need to adjust their marketing activities. They do of course have the advantage of being perceived as foreign and if they can leverage that to great affect this would help their competitiveness. Thus, it is highlighted that tailored capabilities are necessary in order to become successful multinational banks. Furthermore, the experiences of foreign banks and their presence impacts into host countries have been studied through several empirical studies. For example, Grosse and Goldberg (1991) studied Japanese banks operating within the United States; Fung et al. (2002) examine the experience of National Australia Bank (NAB) in the United Kingdom, Ireland, and New Zealand; and Van Horen (2007) researched foreign banks in developing countries. Lehner and Schnitzer (2008) recognize that whilst foreign banks bring spill-over effects, competition reinforcement and the behaviour of the domestic banking system, foreign banks enlarge their market and domestic banks have increased access to technology. The entry and participation of foreign banks are also an attractive proposition for policy makers as they improve the overall health of the

sector. However, the identified studies converge on one major point, namely that knowledge about the local market becomes an essential aspect for success in the foreign market and the bank's ability to increase market share.

Of particular the challenges are complexities of local market characteristics and competitive pressure have sparked foreign banks in establishing operations within the Indonesian marketplace. Yet foreign banks are apparently encouraged to achieve a greater understanding of the purchase decision influencers to provide superior product and services than local banks and thereby enhance the success of the operations within the host country. Such an understanding, consumer's behaviour, thoughts and feelings towards foreign products are reflected in their intention to buy banking products considering various alternatives with set of risks and benefits in order to enhance expectations. Accordingly, the current study aims at developing a purchase intentions model within the context of utility theory. However, consumer's tendency to choose a particular product and possibly to buy again may be affected by some influential factors as experience (Brakus, Schmitt, and Zarantonello 2009); animosity and foreign product's COO through trust (Jiménez and San Martín 2012); COO (Erickson, Johansson, and Chao 1984; Han and Terpstra 1988; Johansson, Douglas, and Nonaka 1985) and involvement and social acceptance (Summers, Belleau, and Xu 2006). The notice of functional values is not sufficient to represent consumer choice behaviour thus for the reason that individual factors established by shared interest, lifestyle, values, status and self-image may develop willingness to buy within preference and choice appraisal. Hence, it is important to understand the role of social consciousness and self-consciousness in affecting purchase intentions. In regards with purchase intentions can be different in a cross-cultural context (Burton 2009; Nagashima 1977), the study of consumer behaviour towards foreign products would be developed considering COO and trust towards that particular foreign products.

COO image has long been an issue of examination of consumer behaviour toward foreign products, either from a theoretical or managerial vantage. In essence the practice of international business presents a variety of major interests and challenges to companies seeking to build their global brands. Industries are encountering a major push towards liberalization (Jeannet and Hennessey 2004) and the growing of

internationalization needs to be able to deal with the range of challenges associated from the differences in culture and national values across and with national markets. To complicate matters, internationalization creates a condition whereby the same brand may be produced in multiple countries, thereby creating different COO images (Jeannet and Hennessey 2004). For example, perceptions on the Ericsson brand of mobile phones made in Mexico or Hungary is lower than the ones made in Sweden due to the perceived origin of that brand. Likewise, the variety of Honda and Mazda automobiles made in Korea, Mexico or The Philippines are perceived to be inferior compared to the ones made in Japan (Pappu, Quester, and Cooksey 2006). Consequently, international success depends upon the ability to deal with cultural differences in target countries (Jeannet and Hennessey 2004) and the acceptability of products by consumers across different countries (Kaynak, Kucukemiroglu, and Hyder 2000; Schnettler et al. 2008). Therefore, COO is an important cue to establish attitudes towards products from a specific country (Maheswaran 1994; Suh and Smith 2008). Information cues from COO can also be one of the product attributes that develops consumer's confidence about benefit, pleasure and status of a given product, thus increases consumer response and ability to compare one product and service from others. As Howard and Sheth (2001) point out, knowledge and judgments ensure whether they will be satisfied through a product and perhaps more importantly this can be formed in the consumer learning and evaluation processes. For example, products made in Japan, Singapore, the U.S., and Germany are perceived as superior quality and thus imply a status enhancement (Sharma 2010) for the consumers.

Typically, the impact of COO upon consumer purchasing often depends upon the nationality of the consumer (Hu and Wang 2010; Jeannet and Hennessey 2004) and consumer values which are influenced by the society of a given host country. As Kumar, Lee, and Kim (2009) reveal, the consumer's purchase intention for foreign brand and domestic brands are affected directly by perceived quality and emotional values. In addition, consumers may also have a tendency to distinguish (and choose) between products from their home and foreign countries because of their nationalistic reasons for avoiding foreign products (Shankarmahesh 2006). Amongst the competitive challenges therefore is an attempt by firms to raise consumers' positive attitude through foreign product images – particularly within the banking sector.

Lensink and Hermes (2004) note that the internationalization process of banking increases activities of banks outside their home country, therefore it raises question of the impact of foreign banks that establish branches in other countries as well as domestic banks that are foreign-owned.

Indeed previous research of COO has been given little attention in terms of its impact upon consumer attitudes and behaviours related to foreign bank operating within Indonesia; particularly its effect on consumer trust and which in turn the effects on purchase intentions will be developed. This alone provides the impetus for more research pertaining to COO and the impact of consumer's attitude in the context of banking, and in particular within an emerging economy such as Indonesia. Likewise, this study addresses the issue of consumer trust towards foreign banks in Indonesia recognises the lack of studies about trust to purchase intentions. Therefore, drawing from research of COO and trust, the study attempts to develop a conceptual framework of purchase intentions to enhance our understanding of the consumer's act of purchase in light of the various alternatives and willingness to do repeat purchase in the context of a given set of risks and benefits. Consumer behavioural intentions are examined in the framework of a proposed testable conceptual model (Figure 2-1) whereby preferences and expectations are influenced by ethnocentrism, experience, animosity, COO, and trust. However, while ethnocentrism and experience in using a product may increase the COO image, consumer's animosity may cause a negative effect on COO image (Klein, Ettenson, and Morris 1998). It seems probable that utility theory can be used to predict consumer behaviour within Indonesia and this conceptual grounding is hypothesised to underpin the proposed model.

1.3 Banking Sector in Indonesia

During 2012 there was a slow growth in the global economy that impacted Indonesia's economic performance through its financial markets and volume of trade. However, in 2013, the domestic economy growth was expected to increase to 6.8% (Bank Indonesia 2012a), thus the Indonesian government expects this domestic economic growth will help underpinned a re-structuring of Indonesia's economy. This situation leads to strengthening of the domestic banking sector to support the recovery of the financial system. In other words, the economic growth of Indonesia

needs to be underpinned by investments and financing from banks (Bank Indonesia 2012a). There is much potential for foreign banks to move into Indonesia. As such the policies of Bank Indonesia concern to three bases, specifically to [1] enhance sustainability on stability of the financial system; [2] strengthen banking sector; and, [3] enhance the functions of the banking system. In the banking industry, there are 4 state owned banks (3 per cent), 34 private domestic foreign exchange banks (30 per cent), 32 private domestic non-foreign exchange banks (25 per cent), 25 regional development banks (25 per cent), 16 joint venture banks (12 per cent), 10 foreign banks (8 per cent), and 3 Islamic commercial banks (Bank Indonesia 2012b). In the past the national banking system was largely based upon competition among domestic banks. However, foreign bank entry into Indonesia has increased competition within the domestic sector. As a result, domestic banks face both opportunities and challenges from the incoming competition as a consequence by foreign bank entry as well as among domestic banks. In 2013, banks enhanced a strong resilience, efficiency and intermediary role within the sector. Thus in regard to complexities of regulation for bank business activities the competitiveness in banking, Bank Indonesia implements multi-licensing policy as presented by Figure 1-1 as follows.

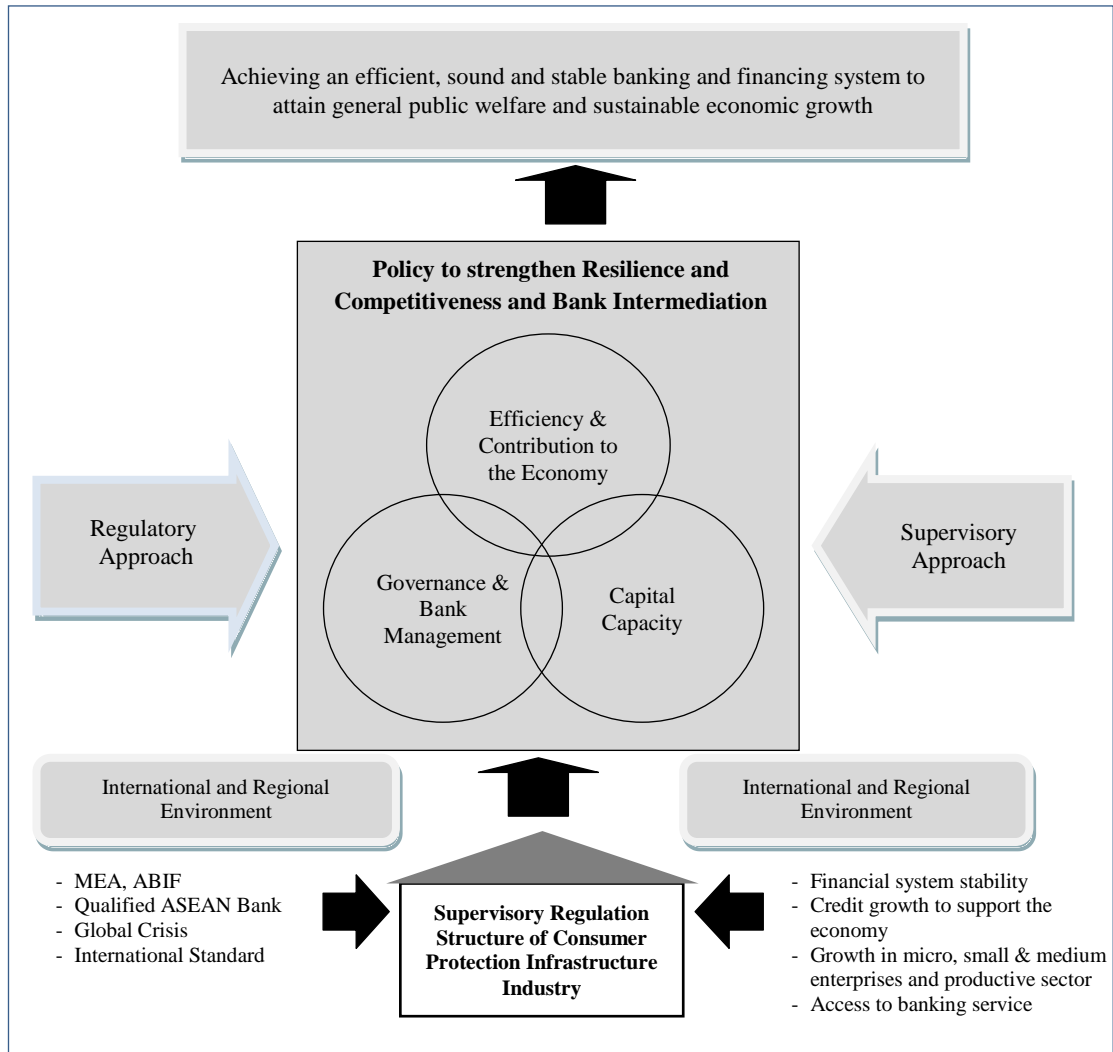


Figure 1-1: Framework of Strengthening Bank Resilience and Competitiveness Policy
 Source: (Bank Indonesia 2012a)

The banking sector in Indonesia has had positive performance in institutional intermediation function, profit, structure of capital, and funding since 2009 to 2012 (Bank Indonesia 2012a). The outstanding private deposits of commercial banks has shown an increasing trend since 2007 to 2011 comprising state banks, private national banks, Sharia commercial banks, regional government banks, and also foreign and joint banks (Statistics Indonesia 2012). Whilst banks grow with several challenges, namely external imbalances, Association of Southeast Asian Nations (ASEAN) financial sector integration (MEA) as well as succeed international standards, they face domestic challenges as governance and risk management, capital, efficiency and economic contribution, financing of medium and small enterprises, accessibility of banking services and stability of financial system (Bank Indonesia 2012b).

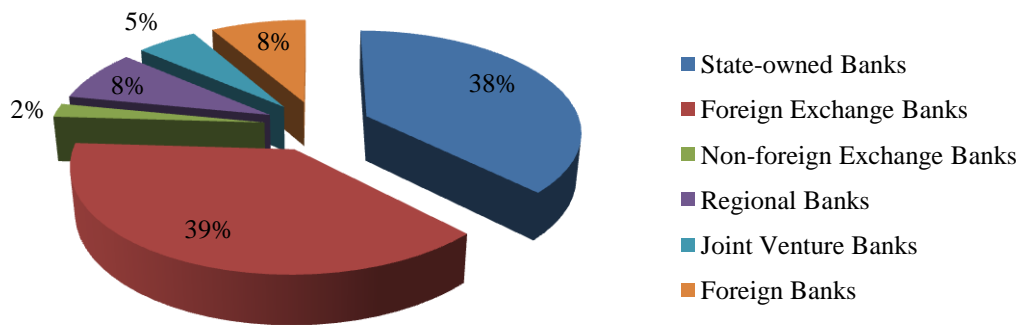


Figure 1-2: Asset Composition of Banks by Group in 2012

Source: (Bank Indonesia 2012b)

There is added pressure from foreign banks. The focus of foreign banks is not on lending, but on short-term investment and fee based income services such as credit cards. Foreign banks' focusing on the Indonesian domestic market will likely impact the market and result in even tougher domestic competition. This competitiveness is anticipated to proliferate given the total assets of foreign banks within Indonesian during increased 2009 from 42 per cent to 48 per cent, and it is predicted to increase further (Bank Indonesia 2010b). Foreign banks in Indonesia largely operate by structuring their operation as a foreign branch. Government regulation for foreign banks forces geographical restrictions upon their operations by only permitting new branches to open within provincial capitals. Therefore, at this stage foreign banks have a limited number of branches. If this policy changes then that will increase competition however, the regulation of foreign banks branches, namely Enforcing Capital Adequacy Maintained Assets (CEMA) in Bank Indonesia Regulation No. 14/18/PBI/2012 dated 28 November 2012 (Bank Indonesia 2012b) is somewhat restrictive. Despite this the entry of foreign banks is expected to play a beneficial role in Indonesia's economic development. Yet, some lobby groups have attempted to persuade the Indonesian government to establish equality between local and foreign banks so that this can help build other sectors of the economy. Moreover, some senior decision makers within domestic banks view that foreign banks have to be charged higher, in particular per transaction via Automated Cash Machine (ATM) as they have not invested to increase the number of ATM units within Indonesia. In Indonesia, some parties even consider that the government regulations tend to give advantage for foreign banks and foreign investor to dominate local bank, for

example, the Malayan Bank (MAYBANK) has 99 per cent of shareholding in Bank Internasional Indonesia (BII). Otherwise, foreign banks report a slight profit gain during 2012 despite such tough regulation. Government, local banks or other parties need to deal with the foreign banks and foreign investor entry in light of the strict banking regulations. For example, the Indonesian government release of Bank Indonesia regulation no. 14/8/PBI/2012 (dated 13 July 2012) related to the shareholdings at commercial banks to administer the ownership structure of banks. The regulation is restrictive but not terminal as for foreign banks as foreign banks in Indonesia in 1999 had 11.6 per cent assets and this increased to 46.7 per cent in 2010. Moreover, the credit growth in 1999 was about 20.3 per cent and this increased to 47.2 per cent in 2010. Furthermore, share of deposits was 11.3 per cent in 1999 and that also increased to 44.8 per cent in 2010. Although the number of branches of foreign banks decreased, foreign banks presented a rapid expansion including their segment, network, and e-channel (Bank Indonesia 2012a) and this remains an area of debate and scrutiny for policy makers and interested parties to the Indonesian banking sector.

Table 1-1 Total Number of Banks and Bank Branches in Indonesia

Bank Group	2010	2011	2012
State-owned Banks			
Number of Banks	4	4	4
Number of Branches	4189	4362	5363
Foreign Exchange Banks			
Number of Banks	36	36	36
Number of Branches	6608	7209	7647
Non-foreign Exchange Banks			
Number of Banks	31	30	30
Number of Branches	1131	1288	1447
Regional Banks			
Number of Banks	26	26	26
Number of Branches	1413	1472	1712
Joint Venture Banks			
Number of Banks	15	14	14
Number of Branches	263	260	263
Foreign Banks			
Number of Banks	10	10	10
Number of Branches	233	206	193
Total			
Number of Banks	122	120	120
Number of Branches	13837	14797	16625
Number of Conventional Commercial Banks	111	109	109
Number of Islamic Banks	11	11	11

Source: (Bank Indonesia 2012b)

1.4 The Indonesian Customer Profile

In relation to banking and other retailers, Indonesia offers an attractive and fast-growing potential market for companies around the world. The total population of Indonesia is projected to increase in the next 25 years, from 205.1 million in 2000 to 273.1 million in 2025. Foreign Direct Investment (FDI) is one of the largest components of economic growth contributions within Indonesia, which grew 8.6 percent in 2010. Moreover, Indonesian imports rose from \$US 57,700.9 million in 2005 to \$US 129,197.3 million in 2008 (Statistics Indonesia 2012). In 2013, imports of goods and services were expected to rise from 6.8 per cent to 7.3 per cent (Bank Indonesia 2012a). In addition, Indonesia is located between two continents, Asia and Australia/Oceania; and this alone influences the country's cultural, social, political and economic environments. As a developing country, Indonesia provides benefits through the formation of regional trading blocs on international trade; for instance, the secured market opening for its domestic companies are now taking place on the world stage. Even though Indonesia's large population portrays Indonesia as big potential market for many foreign firms, its geographic characteristic as an archipelago nation manifests in a wide variety of cultures and characteristics of its people. These variances need to be understood. As early as 1975, Thomas found the Indonesian culture and social structure to be represented by different languages, religions, occupations, technology, art forms, and social system. Moreover, people within Indonesian society have a vast array of personal and social circumstances such as family background and ethnic origins. Therefore, foreign firms need to be mindful of the heterogeneous and pluralist nature that Indonesian society comprises. Typically, Indonesian attitudes (specifically Javanese), beliefs, convictions, desires, fears, perceptions influence them to act in many ways. Moreover, the perceptions and preferences of consumers may differ between groups and society because of the differences of cultural, social, and personal influences. As these variations are also likely be present within Indonesian consumers they clearly need to be factored into the marketing plans of firms (both local and foreign) operation within the country.

We do know that social class in Indonesia reveals differences that individuals vary in education, personal expenditure, place of living and kind and position of job, and main psychographic characteristics (Table 1-1). The data has been obtained by Research and Development Kompas, one of the biggest mass media in Indonesia

from a survey of 2.550 respondents older than 17 years old. The sample was from Jakarta, Bandung, Yogyakarta, Surabaya, Medan, and Makassar. In regard to social class, the middle class is on the increase and involves exclusive characteristics. The middle class in Indonesia is relatively large, comprising more than 50 per cent of the total population of 237 million people (Bank Indonesia 2012a; Setiawan 2012c). This middle class growth is influenced by parental lifestyles and largely grounded in consumerism. Although individuals within the middle class offer a potential market for “up-to-date” products, they have not been the source of positive social change movement. As consumers however they have been the answer to one of the nation’s problems, namely driving growth in the economy. Moreover, they are conservative in ideology with strong opinions and concerns to regulation of pornography, religion as principal foundation of nation, abolition of Ahmadiyah religious group, rejection and opposition of mass organization, increasing of the government’s role in keeping morality within society, and perceive males to be the more capable president (Setiawan 2012b). Their conservative nature often impacts their purchasing pattern potentially meaning they tend to buy familiar brands. On the other hand, the upper class and upper-middle class shows different characteristics as career achievers, high motivation to enhance top positions, outcome-oriented, and high commitment to their families. Their buying behaviour presents them as being high quality and prestige product enthusiasts. This research will explore if these consumer tendencies across these identified classes are also prevalent within their use of banking products.

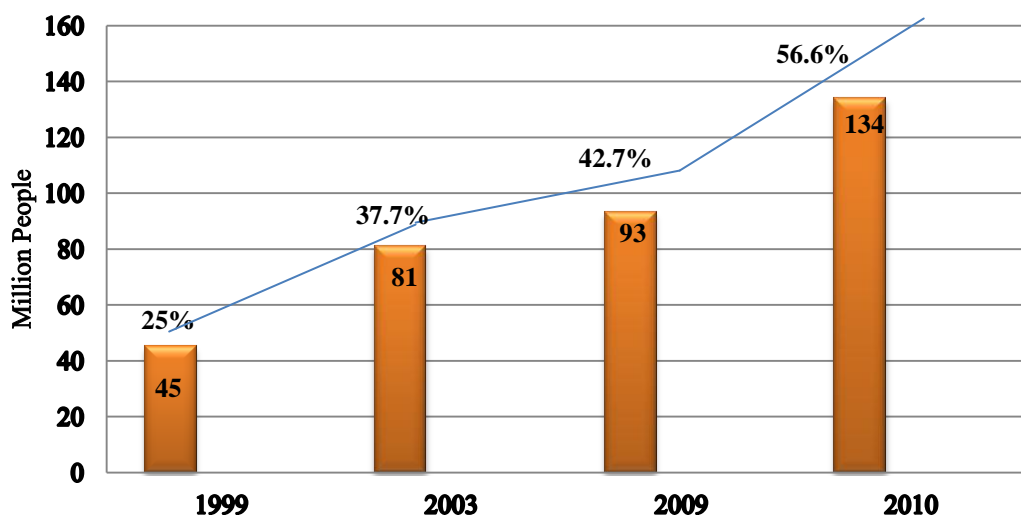


Figure 1-3: Number of Middle Class

Source: (Bank Indonesia 2012a)

**Table 1-2: Characteristics of Social, Economics, and Psychographic
Based on Social Class**

Characteristics	Social Class				
	Upper class	Upper-middle class	Middle class	Lower class	Poor class
Population	1%	3.6%	50.3%	39.6%	5.6%
Education	Bachelor to Doctor	Bachelor	High School	Elementary – High School	Uneducated -
Monthly personal expenditure	> IDR3.754.000	IDR 1.877.000 – 3.754.000	IDR750.000 – 1.877.000	IDR375.000 – 700.000	< IDR375.000
Occupation	Owner of business, top manager	Owner of business, manager	Low level private company employee, seller, entrepreneur, housewife	Entrepreneur, housewife, employee, and labour	Labour, housewife, and unemployed
Area of living	Real estate and village community	Dominantly in real estate	village community	village community	village community
Family member inside one house	6	5 – 6	5	5	4 – 5
Land block owned	> 358 sqm	± 272 sqm	± 101 sqm	± 62 sqm	< 45 sqm
Number of mobile phones owned	1 – 4	1 – 5	1 – 2	1	0 – 1
Frequency to go to mall currently	Once a week	Many times a week	Once a month	Majority never	Majority never
Dominant psychographics characteristics	Challenge explorer	High tendency to carrier and innovation	Fanatic	Manual worker	Survival person

Source: (Setiawan 2012a)

In fact, the rapid growth of new information and communications technologies has some effects upon the changes of social structure, cultural identity (Burton 2009), and consumer culture of consumption (Featherstone 2007) as in the role marketing in the marketing mind-set (Kotler, Jain, and Maesincee 2002). Such changes and influences upon consumer behaviour are also reflected within Indonesia. The manner people behave, in terms of consuming products and services, reveal Indonesians to be dynamic consumers. Some people are enthusiastic with innovative products and willing to experience services as part of their modern lifestyles. They want to take advantage of products through either functional benefit or emotional benefits as well as image of using the product. The foregoing insights can be better explained by example. For example, Indonesians are passionate about Blackberry mobile phones. Therefore, Blackberry's offer them a new way to share their lives, personal histories and lifestyles within their community. What firms translate into products and services, as well as image and price must therefore fit with customer needs and

preferences as seen through the Blackberry example. However, such customer's purchasing behaviour can be influenced by the natural tendency as ways of thinking or the acceptance or refusal of a sense of identity and a feeling of belongingness of a country or culture (Burton 2009). Thus, an understanding of consumer mind-sets and product evaluations in cultural terms within Indonesia is interesting to investigate, particularly for products that are marketed with single brand name and the same identity, core benefits, values and positioning across the world.

Whilst customers decide on alternatives to enhance expectations, their purchasing decision making pertains the customer's perceived utility. Such consumer decision making can depend upon which country the products are made in or country source (Agrawal and Kamakura 1999; Chueh and Kao 2004; Spillan, Kucukemiroglu, and Harcar 2008); based on their experience (Graf and Maas 2008); or emotions of buying a foreign product (Le Vine and Campbell 1972). This COO does experience some resistance at policy maker level. For example, as in many countries, the Indonesian government attempted to campaign a program named "100% Cinta Indonesia" to increase Indonesian appreciation of local products. The program was launched by Indonesian President, Susilo Bambang Yudoyono in 2009. It was expected to create Indonesian awareness about local products and keep increasing their affection and love of Indonesia. Whilst the government tried to force the labelling "100% Cinta Indonesia" on some product package or promotion program, the program has not sustained to promote Indonesian brands and products. Similarly, a campaign program named "Aku Cinta Indonesia (ACI)" directed towards some kindergartens, elementary and junior high schools, and particular events in shopping malls, many Indonesian products have not put the label of 100% Cinta Indonesia. This is different with the Australian made logo campaign (e.g. Product of Australia, Australian Made, Australian Grown, and Australian Seafood) established by Australian Made Campaign Limited (AMCL). This has been used by numerous businesses and products and continued being promoted to leverage consumers' preference for Australian products. Yet it is symbol of trust through local brand quality and proud of being Australian. Otherwise, in Indonesia the logo of 100% Cinta Indonesia or ACI has not been used commonly as a particular symbol or identity. Even though Indonesians are willing to buy local products, their purchases may be not always forced by their feeling towards the country as source of product.

The considerable view in the literature is that in order to develop products from a given country the ultimate aim is to ensure customers get the best value for money (Samiee 1994). This would appear to be the perception about many foreign brands sold within Indonesia and translates through consumer preferences.

1.5 Indonesian Banking Customer Profile

Indeed, the consumer's attitude toward foreign products has been a source of considerable discourse in Indonesia. Indonesia is comprised of many people that have high buying power and this has enticed foreign investors to come, as in the banking sector. The numerous banks including foreign banks operating in Indonesia offer customer a variety places for their banking necessities. A key challenge then is how banks can encourage their customers to increase their transactions and savings in a certain bank (share of wallet) according to their evaluation of the purchase experience reflected through offering good value in banking services. Consequently, the focus on triggering customer satisfaction has become a primary action in the face of intense competition in the retail banking industry within Indonesia. However, customers have highly sophisticated and individualized characteristics. There is a variance in the perceived risks associated with customer consumption behaviour. For example, in a study by Mars Indonesia, the variance in purchasing preferences was a function of demographics and psychographics within the context of national and domestic private banks (Mars Indonesia 2010b). The psychographic segmentation of a bank's customers can be described as consisting of four levels, namely: pragmatic shopper; lifestyle shopper; just buyer; and shopping lovers. Although challenging, many foreign banks within Indonesia are proactive, and where permitted by government regulation continue to build additional branches, improve existing branch networks and products through various means. The domestic banks compete by developing new marketing programs that have tapped these difference and such initiatives have helped them stay ahead of the foreign banks. For example, BCA who produces a domestic bank's credit cards had the largest market share in 2009 (Mars Indonesia 2010a). In addition, Bank Mandiri has gained a leadership in domestic consumer banking (Bank Indonesia 2010a). Currently their market share is higher than the key foreign bank competitors, namely, Citibank, Standard Chartered, and HSBC but this could change very quickly. Clearly the retailing bank sector within

Indonesia offers many challenges that need to be explored further. This research will attempt to better understand this important sector of the Indonesian economy.

1.6 Objective

The primary objective driving this study is to construct a purchase intentions model in banking based on utility theory. The specific objectives are acknowledged as follows.

1. To measure the strength of how COO, trust, and animosity affect purchase intentions in relation to foreign banks.
2. To develop an integrative approach of psychology and economics on utility theory.
3. To present the characteristics of Indonesian banking customers.
4. To predict preferences in customer's decision behaviour and variability of attitudes towards foreign banks.

1.7 Significance

COO is an important area in marketing. However this aspect of the marketing discipline has not been explored in the Indonesian setting and in particular within the context of services, as well as the banking industry in general. Given Indonesia is currently integrating its economy into the global marketplace this research has particular significance. The major contributions of the research are outlined below.

1. Contribute to the body of knowledge of branding strategies. In particular the impact of COO upon brand trust within in an international marketing context upon purchase intentions within an entirely new setting.
2. Integrate psychological and economic perspectives in studying purchase intentions in terms of utility theory through linking this to key marketing variables in the purchase act.
3. Contribute to the limited research of COO and develop an integrated approach that is linked to consumer behaviour within the services marketing (bank) setting.
4. Provide an overview of Indonesian customer banking characteristics to help decision makers develop their marketing activities within Indonesia.
5. Provide a valuable tool comprising information and understanding about Indonesia as a market for foreign banks and thus reveal its market characteristics for other global banks.

In terms of the use of utility theory, this study advances the understanding how Indonesian customers choose to buy or to use a product of a given bank and keep using the choice product than other alternative products. Utility theory is important to describe the preference why they perform objectively rational behaviour or to explain the way consumers considering various alternatives make irrationally purchase decision. Hence, while such huge varieties of products are offered by many banks that operate in Indonesia, a better understanding of the consumer's reasons to decide on alternatives is needed. This study provides considerable consumer's utility practise into the bank marketing domain that will have both scholarly and managerial implications.

1.8 Conclusions

This chapter describes a major thought to develop an insight into consumer behaviour in general and specifically to banking customer behaviour. In addition, this chapter provides an overview of the challenges of foreign banks operating in Indonesia. The thesis is briefly outlined into five chapters. Chapter one presents background to address the problem and aim of the thesis. Chapter two provides a review of literature used in particular to explain the theoretical framework and scale development. Chapter three considers the process through which research objective is likely achieved with methodology underpinning to carry out. Chapter four presents the findings pertaining to assessment of research hypotheses that emerge from the model. At last, chapter five reveals the conclusion including empirical findings which confirm the hypothesized framework and discusses the managerial implications for marketers and some proposed avenues for further study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Chapter Overview

In the literature review that follows, the chapter specifically presents each area of the study and the empirical relationship between these areas. Thus, this chapter is divided into nine parts. It begins by addressing the nature of utility theory and utility theory in psychology and economics. Following that, this chapter explains the definition of purchase intention. It also explains purchase intention in the context of utility theory and in banking. In addition, this chapter implies seven factors constructing purchase intention. Thus, this section discusses several important ideas within the literature including consumer ethnocentrism, past experience, animosity, COO, social class consciousness, self-consciousness, and trust. Hence, this chapter discusses each area broadly and the relationships between them in turn.

2.2 Overview of the Analysis the Proportion between Factors within the Purchase Intentions Model

The research model represents a body of empirical research examining the linkages of influential factors in the process of purchase intentions either individual factors, consumer's experience (Kotler 2000; Lee et al. 2013). The five variables, namely ethnocentrism, experience, animosity, COO, and trust are built into a model that provides an insight of a consumer's purchase intention. Hence, the variables are assessed as reasons consumer tendency to keep purchasing the products in the future and resist switching to other products. All of variables have been identified in the literature and now discussed below.

Ethnocentrism and Animosity

Within the purchase intentions of foreign bank's product framework, ethnocentrism is conceptualized as consumer's belief to purchase foreign product may hurt their home country as a consequence of immoral or unpatriotic feelings (Klein and Ettenson 1999; Shimp and Sharma 1987). Consumers who have that belief tend to have negative evaluations to foreign products, then show favourable attitude through the products (Klein and Ettenson 1999; Netemeyer, Durvasula, and Lichtenstein 1991; Shimp and Sharma 1987). Ethnocentrism is one of the important factors to

consider when segmenting and targeting markets in certain countries. Particularly, consumers regarding in-groups or community perspective such as ethnic or national group will have similar belief of symbol and values of pride and attachment of their own, and tend to be loyal within the group. Therefore, the effect of consumer ethnocentrism as a sense of identity and feelings of belongingness on their attitude and behaviour is necessary to understand (Shimp and Sharma 1987). Also, consumers that are likely to be consumer ethnocentric present certain purchase behaviour, therefore their characteristics considering demographic, psychographic, and behavioural are essential to recognize (Klein and Ettenson 1999). In the following, Klein, Ettenson, and Morris (1998) develop the concept of animosity as consumer avoids purchasing a foreign product from discarded country resulted from the military, political, or economic events or other issues. Even though animosity is conceptually different from ethnocentrism, both influence consumer purchase decision independently of their perception of the product quality. Moreover, similar to consumer ethnocentrism, information about consumer animosity forces managers to create marketing strategy. For example marketing communications is adjusted with domestic market's preferences in mind (Klein, Ettenson, and Morris 1998).

Experience

Consumer's preferences are translated into using products and services, therefore some consumers primarily rely on product quality in purchasing behaviour to enhance expectancies. Past experience gives information whether consumer likes or dislikes a product (Holbrook and Hirschman 1982); by way of consumer's learning (Baker et al. 1983; Kara et al. 2009); and perception of product attributes (Brakus, Schmitt, and Zarantonello 2009). Experience can directly occur when consumers encounter products particularly while they only have lack of information to assess the quality of a specific product. Furthermore, they may response a particular product generates sensations, feelings, cognitions, and behavioural (Brakus, Schmitt, and Zarantonello 2009). In the context of purchase intentions, experience will be the consideration in a purchase decision making process. Hence, this study will emphasise the need to consider customer experience after using the foreign products, and how this relates to the view of source country. Likewise ethnocentrism and animosity, experience will be treated as the precursor of COO.

Country of Origin (COO)

COO is one of factors to determine consumer's judgements (Evanschitzky et al. 2008) as the image of a source country leads attitude towards brands that are associated with the country (Agrawal and Kamakura 1999). Particularly, COO can be used in evaluation of the product when the information about the attribute is biased (Maheswaran 1994). COO influences product quality beliefs, then influences attitudes or purchase intentions (Batra et al. 2000; Han 1989; Papadopoulos and Heslop 1993). COO as a country of a product's manufacture and made in specific countries influence consumer perception and decision making in products purchasing (Chueh and Kao 2004; Parameswaran and Pisharodi 1994; Thakor and Katsanis 1997). Hence, COO is a necessary variable in the model of purchase intentions.

Trust

An individual's tendency to trust a product can be forced by image of a given country considering its technical advancements, prestige, workmanship, and economy, therefore the study presents consequences of trust in foreign products buying context. Trust represents a willingness to rely on considering confidence and trustworthiness to capability, reliability and expertise of foreign banks (Anderson and Weitz 1989; Blau 1964; Doney and Cannon 1997; Dwyer, Schurr, and Oh 1987; Moorman, Deshpandé, and Zaltman 1993; Pruitt 1981; Rotter 1967; Schurr and Ozanne 1985). The understanding of consumer trust provides explanation in an exchange and interaction process involved buyer and seller (Schurr and Ozanne 1985), relationships between providers and users (Moorman, Zaltman, and Deshpande 1992), and impacts on attitude and behaviour (Schurr and Ozanne 1985) and purchase decisions (Doney and Cannon 1997). Hence, it is expected to examine trust in order to predict consumer's willingness to purchase products in the future.

Social Class Consciousness and Self-consciousness

Social class consciousness and self-consciousness are examined in the relationship between COO and trust; considering both are "internal mindset" factors that have a role to influence consumer decision making. Particularly, consumers integrate their individual factors in the psychological behaving progress as a guide their purchase decisions and behaviour (Kotler 2000). Hence, a beginning is made in an attempt to identify possible influence in the context of consumer banking purchase behaviour.

Social class consciousness and self-consciousness provide an understanding that people share their interest, lifestyle, values, and self-image to other people within a group. Such people may behave as follow view from others and possibly using product based on information from others. Hence, social class consciousness is relevant to this study due to the necessities to describe market segments and market structure for example the role of middle class as potential market for banking industry. Self-consciousness as presents consumer's thoughts, feelings, behaviours or appearance to other people or fantasize themselves (Fenigstein, Scheier, and Buss 1975) is important in segmenting, targeting, and positioning products amongst huge banking products offered in Indonesia.

With regard to Indonesian banking context, the study attempted to examine all these variables to develop willingness to buy within preference and choice appraisal as core elements in consumer choices. Strong competition among banks brings challenges to bankers in attempts to increase their own growth, and that of the banking industry within Indonesia. Strategically, the goals of bankers in Indonesia are established to achieve, including among others the increasing of capital utilization and efficiency, enhancement of risk management and control capability, adjustment of business structure and focus on new strategic industries or products (PwC Indonesia 2013). In addition, the regulatory requirements are necessary to increase the growth and development of the banking industry. In fact, Bank Indonesia's restrictive ownership policy is appointed to protect Indonesia's domestically owned banks as Bank Mandiri, Bank Rakyat Indonesia (BRI), Bank Negara Indonesia (BNI) and Bank Tabungan Negara (BTN). However, within the tough competition and regulation environments, the enormous number of Indonesian potential consumers gives opportunities to foreign banks to seek market and business expansion. One foreign bank's strategy is to increase purchase intentions by offering consumer's experience. One of the studies was held by SWASEMBADA and team to 9.456 respondents in Jakarta, Bogor, Bekasi, Surabaya, Bandung, Semarang, Makassar, Denpasar and Medan. It revealed that Citibank as foreign bank got the highest score in the Indonesia net promoter and emotional value in 2012, even though the highest score for savings was from BRI followed by Commerce International Merchant Bankers Berhad (CIMB) Niaga, Bank Mandiri, Bank Central Asia (BCA), BNI, and BTN. This score was measured by 20 elements of emotions to

obtain net emotional value (average positive emotions minus average negative emotions).

Indeed, the underlying factors of consumer's bank choice behaviour are notable including for the case of foreign banks in Indonesia as consumers consider many attributes in high-risk purchases within the choice of alternatives (Babakus, Eroglu, and Yavas 2004). For example, Babakus, Eroglu, and Yavas (2004) identified that search attribute, credence attribute, and experience attribute as factors determined purchase action in the bank context. While people choose a particular bank, they would also consider interest rates, fees charged, banking hours, informative, specific and factual advertisements and other promotions, experience with the bank, bank's trustworthiness, etc. In another study of bank customers by Jamal and Naser (2002) similar to several studies (Karatepe, Yavas, and Babakus 2005; Zhou 2004) reveal aspects relate to service quality and customer satisfaction also drive purchase intentions. Of most interest to this study, some people enhanced satisfaction as a result of pre purchase expectations and disconfirmation. As they assess performance of the product better than their beliefs or expectations, this could drive purchase decisions. However, a purchase decision may leave risk for customers including for bank's product and particularly bank services. This relies on the notion that customers may make purchase decisions associated with perceived risk as they face uncertainty about a particular product. Thus, they will seek out additional information to compare among the alternatives. Some customers may judge service quality rationally, some customers consider to their knowledge gained from past purchase experience, some customers are likely to acquire information other trusted people, etc. Some of them perhaps considering their group or class influences and try to use match product image with their self-image.

On concerns of competition to gain market response, the Indonesian banks in general have a strong commitment to provide superior products and attractive promotions. For example, many banks in Indonesia aggressively offer discount in some collaborated restaurants, shopping centres, airlines, etc. easy requirements and comfortable processes for the first customer or other benefits of product using. Therefore, Indonesian customers are likely to have more than one savings account or credit cards. The study by Mars Indonesia found that most customers have more than

two credit cards and BCA card was found mostly used by the customers. Customers deal with purchase decisions in situations with considerable choices of banks operating in Indonesia along with the products or services. Customers arrive at purchase decisions by rationally evaluating the alternatives in their preference set. These are based upon a number of cues. Based on this understanding of the banking situation in Indonesia, bank customer behaviour is interesting to examine at considerable circumstances to those cues such as credibility of banks as service providers, technology use, superior products offer, meaningful experience, competitive interest rates and etc. influence customers choose bank products which are most likely to be used. While the competitive forces, foreign banks not only encouraged to offer products and services in meeting or exceeding customer expectations and values, but also must deal with the restricted of the operations as their status be converted into PTs was still contentious (Sambijantoro 2013). Moreover, the issue was about the negative impact of foreign banks to home country as the risks if anything happened in central offices or source country (Nasution 2013). In line with bank customers in Indonesia, the current study will attempt to examine consumers' considerations of choice decision by employing the utility theory. Hence, the current study examines the factors including customers' morality and patriotism, values, perception of source country, and trust in the bank are integrated each other. A discussion related to utility theory now follows.

2.3 Utility Theory

2.3.1 Introduction

The study of utility theory has experienced explosive growth in the extant academic literature over the past decade (Albanese 1987; Johnson and Fornell 1991; Rabin 2002) . Prior studies in relation to utility theory have been developed to find utility function in predicting consumer behaviour to alternative choices. For example, Hauser and Urban (1979) measured a utility function by using Von Neumann-Morgenstern utility theory comprising product attributes including physical cues and psychological attributes. Furthermore, the study modelled and modified a consumer's utility function presenting consumer choice. In addition, Ursic and Helgeson (1990) studied consumer's attribute heuristics processing associated to brand heuristics processing in choice heuristics which is affected by choice phase and various

dimensions of task complexity. Conversely, Ursic and Helgeson (1990) did not develop a utility function with mathematical formulation as Hauser and Urban (1979) accomplished, however, measured the relationship between variables, namely choice phase and decision heuristic. Hence, this study assessed the relationships between variables upon purchase intentions based on utility theory. To develop the conceptual foundation for the study, the relevant literature in areas of study were developed such as utility theory, purchase intentions, consumer ethnocentrism, past experience, animosity, COO, social class consciousness, self-consciousness, and trust.

2.3.2 The Nature of Utility Theory

Primarily, the study of the concept of value is the basic analysis and key to the greater understanding of utility theory. Accordingly an economist perspective concerns utility theory in terms of value. Galiani (1728 – 1787) acknowledges that value perceived depends upon utility and scarcity and this has meaning, considering people compare one commodity with others (Schumpeter 1954, 301). On the other hand, the theory of such value prior to Galiani (1728 – 1787) has limitations on any analysis in terms of the theory of price and the concept of marginal utility. The very early work of Bernoulli (1730) developed a fundamental thought that value identified as a relationship between the “valuing individual” and the things that were valued. Accordingly it is different for a different individuals as each rely on tastes, preferences and/or intensities of feeling (Schumpeter 1954). Basically, value is considered as a derivative of the consumer’s goals in purchasing (Holbrook 1999) and experience (Zeithaml 1988). In other words, value allows people to make judgments and comparisons to achieve their goals through the quality of products. For example, Sheth, Newman, and Gross (1991) explained that consumption values, namely functional value, conditional value, social value, emotional value, and epistemic value, influence consumer choice behaviour. Their study attempted to examine what motivates consumers to buy or not to buy a particular product or brand. Further, value is assessed as a perception of benefits over total cost of consumer ownership (Christopher 1996; Ravald and Grönroos 1996) or those sacrifices to obtain a particular product (Johnson and Weinstein 2004). In that way a consumer has a willingness to pay for the product. Hence, the utility derived greatly influences consumer behaviour.

Some earlier theories, namely Bernoulli's utility function (1738) and Von Neumann-Morgenstern's utility function (1947) associate expected utility theory in terms of analysing risk of alternatives in the context of choice. However, the model of risky choice behaviour by the Expected Utility Theory has been criticized on several grounds. For example, it does not explain the consistency of the individuals' decision behaviour according to familiarity with the decision weight and the level of complexity (Hartinger 1999) and has limitations in describing and predicting consumer behaviour that involves several and/or alternative choices (Hauser and Urban 1979). Moreover to overcome these limitations the theoretical and empirical research of non-expected utility theory, envelops the criticisms by incorporating variations of individual's weight and utility function (Hong and Waller 1986). Accordingly, random utility models apply the mapping of attributes of the alternatives and decision makers in choice models (Baltas and Doyle 2001).

2.3.3 Utility Theory in Psychology and Economics

In turn, utility theory is now widely acknowledged as a theory of consumers' behaviour (Schumpeter 1954). From a conceptual perspective consumers maximize the expected utility for personal benefit to achieve satisfaction (Merwe et al. 2007) into preferences through the structuring of decisions (Fishburn 1968). The theory shows the selected act between alternatives of preferences in decision making, and this is tantamount in selecting alternative preferences that involve risk. Preference in the framework of utility determining behaviour with logic of choice is presented by the economic theory (Deaton and Muellbauer 1980). In fact one of the earlier models of consumer behaviour in economics - developed by Alfred Marshall (1876) - advances a transaction-based approach and marginal utility of money. Furthermore, Marshall (1909) highlighted that individuals are likely to use their income to increase their welfare, pleasure, and complete their enhancement of feeling by providing the material resources (Schumpeter 1954).

Accordingly, the power of changing economic conditions influences consumer behaviour. The underlying rationale of utility theory in consumer economics is that it assumes that consumers will think about the choices in order to the preferences and maximizes the utility rationally. Consumer decisions also account for perceived risks and consequences under conditions of uncertainty in purchase decision making

(Bauer 2001). However, from an economic perspective this economic vantage cannot fully explain purchasing behaviour in terms of choice between two or more products (Kotler 2001). Whilst it broadly captures the psychological concerns that people have it does not consider cost and benefit in terms of consumer attitudes in a given set of options.

Utility theory has also been widely studied in psychology and this vantage can be used to potentially explain a range of potential factors upon the purchase decision. Utility theory in psychology states that consumer choice behaviour is predicted in real actions whether it is rational or irrational (Fishburn 1968). Moreover, Fishburn (1968) maintains two approaches in utility theory: prediction approach and prescription approach. The prediction approach predicts certain consumer's choice behaviour whereas the prescriptive vantage identifies the way consumers make purchase decision by considering various alternatives. On the other hand, Baker et al. (1983) claim the concern in psychology pertains to the process of preference construction for decision choices. Clearly consumer's decision is based upon a set of motives and alternative chains of action (Howard and Sheth 2001). This is important to know because faced with many attributes; consumer's decision of a certain product might also be based upon perceived risk related to prices and income. However, consumer might choose one product of set alternatives and move on to the next decision task encouraged by others' thought, feeling and behaviour of being social (Jacquemet et al. 2011) or self-signals (Baca-Motes et al. 2013). In other words, utility could also have a social content.

In addition, Bayton (1958) pointed out the necessity of psychology to understand consumer behaviour basically represented by consumer's motivation, cognition, and learning, specifically understanding whether their behaviour are rational or not. For example, the purchasing to fulfil consumer's needs might consider to ego and superego. Bayton (1958) addressed the psychological factors underlie consumer's choice decision. Furthermore, Foxall (1994) developed the Behavioural Perspective Model of purchase and consumption (BPM) explained consumer choice as an evolutionary process. Foxall (1994) recognized that the consumer choice behaviour is represented by learning history including personal factors and state variables including moods, ability to pay, deprivation, influence momentary purchase and

consumption. Consumer is explained into a hierarchical of consumer behaviour as operant classes, specifically maintenance and accumulation with low hedonic reinforcement; pleasure utility and accomplishment with high reinforcement. Hence, from the vantage of psychology consumer choice is environmentally determined and consumption behaviour is different between initial versus later adopters. As well, Jacquemet et al. (2011) highlight the role of social psychology of how person's attitude within the context of other people. Social psychology offers an understanding of how other people's real or imagined expectations and perceptions, derived from stereotypes or more personal views can affect one person's behaviour. Otherwise people with opinions and preferences captured by experience will behave according to standard economic rationality. Social psychology has an understandable role in environmental economics side as it explains the preferences of economic measures of value. Hence, psychological perspective is needed in the understanding of utility theory, as it helps explain how societal contextual factors also underpin utility in purchase decisions.

Schumpeter (1954) denotes that there are a relationship between economics and psychology. Thus, several studies extend the research of utility theory through the integration of economic and psychological perspectives (Albanese 1987; Johnson and Fornell 1991; Rabin 2002). These authors conclude that the nature of preferences, rationality and consistency of consumption behaviour can also be different according to the personality continuum. Similar to Albanese (1987), Rabin (2002) integrates psychology into economics and develops psychological economics to analyse that people have different behaviour in maximizing perceived expected utility because they are concerned about changes, another's well-being, and present well-being. Thus, behavioural analysis is needed in economics perspectives. Accordingly this study attempts to develop a framework of purchase intentions in terms of utility theory that is based upon psychological and economic perspectives whereby integrating this into the bank marketing domain through measuring consumer purchase intentions. In particular, utility theory is applied in this study in a context of banking as consumer tends to maximizes utility by choosing a product of set alternatives (Schumpeter 1954). Utility occurs whilst consumers compare a product with others to complete their enhancement of feeling, thus they tend to choose alternatives relying on specific cues and attributes, thus form consumer

preferences. Moreover, consumers possibly buy again in the context of a given set of risks and benefits. Thus utility theory is embedded in this study into the bank marketing domain within Indonesia. In 2012, there were 4 state-owned banks, 36 foreign exchange banks, 30 non-foreign exchange banks, 26 regional banks, 14 joint venture banks, 10 foreign banks, in total number of banks are 120 banks plus 109 conventional commercial banks and 11 Islamic banks. Also, there are 16.625 branches established in Indonesia (Bank Indonesia 2012b). While those domestic and foreign banks in Indonesia offer a huge variety of products and services, customers are faced with a range of potential risks as well the benefits they gain. For example the possibility of purchase uncertainty associated with services (Murray 1991) also applies to the use of a particular bank within Indonesia. Within the process choice decisions, consumers perhaps is likely to decrease the risks, sacrifice to obtain product, or seek high value related to a certain banks are interesting to study. Utility theory applied in the current study is the first step towards a greater understanding the reasons of why consumers make the choices they do (Sheth, Newman, and Gross 1991). Their decisions seem influenced by many factors as experience with the product, source country of the banks, psychological and social factors etc. Hence, utility theory that integrates the psychological perspective is applied to explain the interplay of constructs causing purchase intentions in relation to bank customer within Indonesia.

2.4 Purchase Intention

2.4.1 Introduction

Empirical studies on purchase intentions have been common in helping to model consumer behaviour. Previous studies have identified factors impacting purchase intentions such as experience (Brakus, Schmitt, and Zarantonello 2009); animosity and foreign product's COO through trust (Jiménez and San Martín 2012); and involvement and social acceptance (Summers, Belleau, and Xu 2006). Indeed, purchase intentions can be different in a cross-cultural context (Burton 2009; Nagashima 1977). Thus, consumer behaviour may also depend upon COO (Erickson, Johansson, and Chao 1984; Han and Terpstra 1988; Johansson, Douglas, and Nonaka 1985). So the rich Indonesian cultural context provides an apt domain to test this and extend previous studies. Although the marketing literature has begun examining

COO, less attention has been given to COO in service marketing area and more so in banking. The previous studies considered COO in the context of consumer goods manufactured, assembled, or designed in a particular country (Acharya and Elliott 2001; Nagashima 1970; Parameswaran and Pisharodi 1994; Thakor and Katsanis 1997; Wong, Polonsky, and Garma 2008) but as economies develop, like Indonesia, they become more service focused. Conversely, Han and Terpstra (1988) recognized the source of country to describe COO and drive consumption. Moreover, social class (Henry 2005; Martineau 1958; Rich and Jain 1968; Slocum Jr. and Mathews 1970; Williams 2002), self-presentation, attitudes, beliefs, and personality, and experience (Brakus, Schmitt, and Zarantonello 2009) have been broadly considered in helping behaviour. Thus, the study about social class and self-presentation determined in psychology and sociology perspective is essential in marketing. Hence, the complexities of marketing practices and consumer behaviour drive researchers to develop a model drawn upon a number of well-established constructs (Chintagunta and Lee 2011; Lee and Green 1991; Tang, Luo, and Xiao 2011; Wang, Yu, and Wei 2012).

2.4.2 Understanding Purchase Intention in the Context of Utility Theory

Research into purchase intentions has examined how people have a tendency to behave that has been encouraged by any of several factors. As the theory of planned behaviour by Ajzen (1991) asserts that individual's intention acquiring the motivational factors to perform behaviour. Typically some people are likely to purchase for gaining feelings, self-completion, or social status. Their repeated consumption probably is awakened whilst people face a variety of products and services, intent to achieve further signs of status or get attributes to foster higher satisfaction. However, their behaviours are able to be affected by ethnocentrism (Josiassen 2011) and COO regarding its heterogeneous and pluralist society in ethnicity, cultural values, and religions. Moreover, these behaviours vary according to consumer values (Burton 2009; Levitt 1983; Robertson 1992), consumer culture and behavioural traits (Gupta 2011). Benefit, utility, and pleasure persuade consumer response and comparison of one product and service to others in terms of perceived value of the offering. Previous purchase might influence people to behave, think, and feel, thus obtain higher value by product benefit in their future purchase intentions

(Olaru, Purchase, and Peterson 2008). Accordingly, purchase intention is a source for predicting actual consumption behaviour.

Related to utility theory, purchase intention is determined that consumers purchase considering various alternatives in order to enhance expectations, possibly buy again in the context of a given set of risks and benefits. For example, Marshall as explained by Page (1968) revealed that economics concerns that consumer has a willingness to buy for fulfilling their satisfaction of desire which is presented in their view to the price. Furthermore, Marshall highlighted that the total utility of a thing is provided by the total pleasure or other benefit which force a person to have an intention to buy by considering the value of that part the thing (marginal purchase). Thus, values affect the way people to behave, indeed in consuming products and services. Similarly, Grewal, Monroe, and Krishnan (1998) analysed consumer intends to purchase the product relate to acquisition and transaction value.

2.4.3 Purchase Intention in a Banking Context

Prior studies in banking have mainly explored individual consumer behaviour aspects. For example, Lockett and Littler (1997) examined the adoption behaviour of direct banking services affected by perceived innovation attributes and personal characteristics. Largely, these numerous studies tested purchase intentions that were influenced by product attributes (Babakus, Eroglu, and Yavas 2004); and service quality (Cronin Jr. and Taylor 1992; Jamal and Naser 2002; Karatepe, Yavas, and Babakus 2005). Likewise, most studies in services have focused upon service quality and satisfaction to influence purchase intentions. Accordingly, service quality relates to satisfaction to enhance purchase intentions. Mainly, these studies adopt the theory from Parasuraman, Zeithaml, and Berry (1988); Cronin Jr. and Taylor (1992); Lassar, Manolis, and Winsor (2000) and extensions to compose a new model or scale to measure service quality. Such as, Cronin Jr. and Taylor (1992) conceptualized and measured service quality adopt the SERVQUAL model and develop performance-based scale (SERVPERF) consists of expectations, performance, and importance; Joseph, McClure, and Joseph (1999) identified six factors, namely convenience, accuracy, efficiency, queue management, accessibility, and customisation. This study looks at a range of social and personal content factors upon the purchase decisions.

Turning to the matter of purchase intentions, there is a need to investigate how consumers seek to form judgments and choices to the future purchase based on their recall of past purchases. Purchase intentions might be recognized in terms of consumer acquisition consider to perceived risks and gain of benefits from using the product. Customers are more likely to choose alternatives relying on specific cues and attributes and do compare one bank product with others to increase their satisfaction. Thus far, numerous studies have been developed to reveal constructs in the determination of purchase intentions. However, little research has examined social and personal factors prior to purchase intentions, such as animosity, trust, and COO and the antecedents. The current research attempted to get empirical evidence of these factors leading to purchase intentions in the field of banking. This is important to understand as Indonesia is a complex multi-ethnic society that is currently changing both politically and socially. As such the identified factors could impact this change and thus managers and policy makers need to understand the best way to develop strategy for individual and the sector as a whole.

2.5 Consumer Ethnocentrism

2.5.1 Introduction

Consumers' perceptions and preferences may differ between groups and between countries because of the differences of cultural, social, and personal influences. Hawkins, Best, and Coney (1992) pointed out that consumers behave, think, and feel in a manner consistent with the members of community of the "reference" culture. It is viewed that consumers may respond and carry attitudes and stereotypes in their mind about foreign countries and cultures (Moon and Jain 2002), thereby they have preferences for foreign products (Chrysochoidis, Krystallis, and Perreas 2007). Considering to consumer attitudes to product from other countries or cultures, scholars have shown in numerous studies that ethnocentrism is one factor to drive consumer in purchasing products across countries. Such as, Burton (2009) defined ethnocentrism as a belief that one's own culture (the in-group) is better than that another cultural group (the out-group). Moreover, the understanding of consumer ethnocentrism is a basis of the acceptance of a sense of identity, a feeling of belongingness and consumer purchasing behaviour within the in-group or community. As the view of the relationship between the individual and community

may occur regarding the changes how consumer shared life, personal histories and lifestyle, thus the in-group norms and values can affect people way to behave, as in consuming products and services.

2.5.2 The Definition of Consumer Ethnocentrism

Sumner (1906) first introduced ethnocentrism, conceptualizing it in social science theories by distinguishing the in-group and out-group termination. Ethnocentrism is defined by Sumner as a belief of things which are referenced by a particular group to praise pride, vanity, superiority, divinities, and dislike to outsiders (Shimp and Sharma 1987). In the terms of marketing concept and consumer behaviour, ethnocentrism is explained by Shimp and Sharma (1987) as consumer ethnocentrism. Consumer ethnocentrism represents the beliefs affect people as a part of group referring group as the centre of the universe, avoid purchasing foreign-made products considering morality and patriotism. Furthermore, the considerations derived from their own feeling not to hurt domestic economy and cause loss of jobs. In terms of products, consumer ethnocentrism presents identity and belongingness, thus, influence people to be accepted or unaccepted to a particular group (Shimp and Sharma 1987).

Empirical studies have developed a framework of the antecedents and the impacts of ethnocentrism. For example, studies presented that the level of ethnocentrism influences people to purchase foreign products in order to help patriotism and morality and reduce economic threat (Shimp and Sharma 1987; Srinivasan, Jain, and Sikand 2004) as well as enhance and culture sphere (Balabanis, Mueller, and Melewar 2002). As consumers derive pride in their own culture, symbols, and products, consumers' bias against foreign products result in ethnocentric consumers (Shimp and Sharma 1987; Steenkamp and de Jong 2010). Hence, ethnocentrism is defined as the natural tendency of individual to the symbols, values and way of thinking of their own ethnic and national group (Usunier and Lee 2005). Consumers carry attitudes and stereotypes in their mind about foreign countries and cultures (Moon and Jain 2002), and this influences their preferences for foreign products (Chrysochoidis, Krystallis, and Perreas 2007). In other words, some consumers are more likely to buy products from culturally similar countries. In addition, as

ethnocentrism plays significant part in buying behaviour, it is thus used in studying attitudes toward foreign products (Spillan, Kucukemiroglu, and Harcar 2008).

2.5.3 The Consumer Ethnocentrism Tendencies Scale (CETSCALE)

Shimp and Sharma (1987) developed a relevant scale of consumer ethnocentrism to the study of consumer behaviour, namely the CETSCALE. The study began with a content analysis of more than 800 American consumers to response the appropriateness of consuming foreign products. The outcomes presented consumers' orientations to consumer ethnocentric tendencies, price-value perceptions, self-interest concerns, reciprocity norms, rationalization-of-choice, restrictions-mentality, and freedom-of-choice views. Moreover, the scale purifications assigned the 17-item CETSCALE. Furthermore, the study examined the reliability and construct validity of the scale by conducting the "four-area study", "the Carolinas study", "the national consumer good study", and "the crafted-with-pride study". The findings supported the hypotheses that "general attitudes toward foreign-made products are strongly negatively correlated with ethnocentrism tendencies; and "the stronger one's ethnocentrism, the more likely one is to own a domestic-made automobile and/or intend to purchase a domestic-made automobile" (Shimp and Sharma 1987, 285). In addition, the results revealed that "consumer ethnocentric tendencies are prominent among individuals whose quality of life and economic livelihood are threatened by foreign competition" (Shimp and Sharma 1987, 286). The socioeconomic status was determined by measuring the relation between CETSCALE scores and social classes, age and the geographic areas. Shimp and Sharma (1987) suggested that the CETSCALE contributed to the study of COO and provided as a predictor variable of attitudes, buying intentions, and purchasing behaviour. Finally, related to the utility theory, the concept of consumer ethnocentrism would help assess how consumers compare domestic with foreign-made products.

Definitely, extensive research has been ascertained to test The CETSCALE. For example, Netemeyer, Durvasula, and Lichtenstein (1991) empirically examined the reliability and discriminant validity of the CETSCALE in a cross-national context. As a result, the CETSCALE is a reliable measure of attitude toward home country across the four countries, namely Germany, French, Japan and the United States. In addition, Netemeyer, Durvasula, and Lichtenstein (1991) conceived that the

CETSCALE is supposed to be tested in various countries while pursue economic power and apply trade restrictions. Moreover, the CETSCALE is useful to measure various characteristics of demographic across countries and groups within countries. In a recent study, Evanschitzky et al. (2008) assessed consumer ethnocentrism by employing the CETSCALE in a cross-cultural settings study, i.e. Germany and the UK. The study was a replication of study by Balabanis and Diamantopoulos in 2004 to test a domestic-country bias (DCB) extended to 14 products in a large sample. In the application of the CETSCALE, a ten-item measurement instrument by Shimp and Sharma (1987) was adopted. As a result, consumer ethnocentrism affected consumer preferences of home country products and the effects of the CETSCALE vary depending on the specific product category. The study of consumer purchase behaviour towards foreign against domestic products in a framework to COO effects was suggested.

Building on the CETSCALE, Lindquist et al. (2001) modified the scale in to ten-item consumer ethnocentric tendencies. The validity was tested with the study in the Czech Republic, Hungary, and Poland. Likewise, Balabanis, Mueller, and Melewar (2002) used the reduced ten-item version on a 5-point Likert type format of the CETSCALE proposed by Shimp and Sharma (1987) for the measurement of consumer ethnocentric tendencies. Notably, consumer ethnocentrism scale highlighted three points, particularly a fear to buy foreign product would economically hurt own country, the morality of buying foreign product, and the prejudice against imports. However, concerning to select consumer ethnocentrism scale in the banking area, this current study would adopt the 17-item CETSCALE.

2.6 Past Experience

2.6.1 Introduction

Research in consumer behaviour supports the notion that consumer considers actual experience of purchasing a particular brand (Howard and Sheth 2001). Experience has been used as a source to generalize for further buyer's choice decision, for example consumer attitude is formed anchored in satisfaction proved from the past experience of purchasing product. Clearly, consumer's attitudes derived from direct product experience are stronger than attitudes derived from indirect product

experience, such as experienced the advertised product (Rajagopal and Montgomery 2011). In addition, Howard and Sheth (2001) conjectured that generalization from the past experience owing to physical similarity of a new product class to an old product class and the past experience for using a product with similar brand name. It is claimed that a positive memory on purchasing product is a driving force to act positively towards product. Holbrook and Hirschman (1982) revealed that consumer likes or dislikes a brand and the feeling is arisen from consumption experience. Baker et al. (1983) stated that past experience of buying and information are sources of consumer's learning process to the actual act. However, the influences of consuming experience on consumer decision making are forced by mediators. Here, the current study would investigate mediators to enable consumer develops intention to buy a product.

2.6.2 The Nature of Experience and the Role of Past Experience

Since numerous marketing research has demonstrated the nature, antecedents, and consequences of experience, however, there was little guidance available primarily on the definition of experience. Experience involves a variety of leisure, aesthetic, creative, religious components, and emotional responses (Havlena and Holbrook 1986), provides sensory, emotional, cognitive, behavioural, relational values (Schmitt 1999) and raises whilst a person has actual memory built on trial practise through a product (Hoch and Deighton 1989; Rajagopal and Montgomery 2011). Customer experience comes from the interaction through both functional and emotional value (Klaus and Maklan 2013). In line with the customer experience as a response to product, service and company, as follows it was extended to experience toward a specific brand. Furthermore, Brakus, Schmitt, and Zarantonello (2009) conceptualized brand experience as consumer responses including sensations, feelings, cognitions, and behavioural to a specific brand due to attributes which are recalled as experience. By encountered the brand in the past, knowledge acquisition generates customer past experience and brings consequences on experiencing the product.

As pointed in the previous section, consumers examine information captured by past purchase experience in the purchase decision making process. In turn, the past experience created a common knowledge to establish preference for one of product

including a product class, a specific brand, and the related environment (Murray 1991). Experience occurs directly whilst consumers search, consume and use a product, otherwise it may occur indirectly when consumer obtain information from advertisement or other marketing communications and promotional programs (Brakus, Schmitt, and Zarantonello 2009). Consumers may utilize their own experience of using a specific product when faced with a lack of information to assess the quality of a specific product. Typically, the consumer purchases a product by interpreting the information due to preference for one of the choice alternatives. Thus, the previous buying experiences create consumer learning, in turn acquire a greater familiarity and usage experiences than other brands (Kara et al. 2009).

The study by Brakus, Schmitt, and Zarantonello (2009) tested the brand experience scale capturing four dimensions of brand experience, namely sensory, affective, behavioural, and intellectual. Furthermore, brand experience was measured in relation to consumer satisfaction and loyalty. Methodologically, the study began with an exploratory study by asking graduate-level business students about their experience with a brand of their choice. The results presented that experience would arise when consumers shopped and consumed brand, thus brand experiences are evoked by brand-related stimuli, namely sensory, affective, cognitive, behavioural, and social experiences. The study further attempted to develop a brand experience scale that captured the dimensions of brand experience, and tested the reliability and validity of the scale. Next, the study predicted the effect of behavioural outcomes. As a result, brand experience affected consumer satisfaction and loyalty directly and indirectly through brand personality. It was suggested that further studies may explore whether an experience is positive or negative; examine the scale to predict specific behavioural outcomes influenced by sensory; affective, cognitive, or behavioural; develop the scale in other services industry; and measure its effect on brand equity.

Affective comprises feelings (Tuan Pham 2004); and, emotions, moods, and attitudes (Bagozzi, Gopinath, and Nyer 1999). Tuan Pham (2004) recognized that feelings in decision making involved consumer judgments as a consequence of thoughts (cognitive responses). Holbrook and Hirschman (1982) argued that emotions are acknowledged as an essential part in the overall consumption experience. Prior

research has focused on the role of emotions in consumption experiences (Holbrook and Gardner 1993; Laros and Steenkamp 2005). Emotions as consumer responses have been measured in a hierarchical structure, into positive and negative emotions and also involved in action and goal attainment (Bagozzi, Gopinath, and Nyer 1999; Laros and Steenkamp 2005).

2.7 Country of Origin

2.7.1 Introduction

Given the same brand may be made in multiple countries; consumers use a cue to assess that particular global brand known as COO image (Agrawal and Kamakura 1999; Jeannet and Hennessey 2004). In turn, COO effects consumers' perceptions of product attributes and quality (Agrawal and Kamakura 1999; Erickson, Johansson, and Chao 1984; Johansson, Douglas, and Nonaka 1985), and also purchase intentions (Lee and Lee 2009). Furthermore, the image leads attitude towards brands that are associated with the country (Agrawal and Kamakura 1999). Consumer perception of COO carries an effect on products purchasing, particularly foreign products, thus, consumer decision making can depend on which country the products are made in (Chueh and Kao 2004). As one the cues that affects consumer behaviour, the advance history of research on COO raises the understanding about the definitions and scale for the construct. The prior empirical studies has drawn on the analysis of COO relate to ethnocentrism (Wong, Polonsky, and Garma 2008), in the context of consumer behaviour to foreign products (Wang and Lamb Jr. 1983; Papadopoulos, Heslop, and Beracs 1990), to a specific given country (Lee, Kim, and Miller 1993), with country a multiple-country designation (Chao 1993), or specifically within the developed countries (Bannister and Saunders 1978; Cattin, Jolibert, and Lohnes 1982) or developing countries setting as Krishnakumar's view (Bilkey and Nes 1982). More broadly, the study have been examined the effect of COO on consumer behaviour, in particular product evaluation, attitude, and choice behaviour. Although COO has been as a phenomenon which is widely practiced and studied in marketing, yet COO is a multifaceted construct. Thus, the current research discussed herein is part of a broader study to assess the definition and measurement of COO.

2.7.2 The Definitions of Country of Origin

The definition of COO was first developed by Nagashima (1970). Conceptually, COO is defined as “the picture, the reputation, the stereotype of businessmen and consumers influenced by representative products, national characteristics, economic and political background, history, and traditions, thus form a perceived image to products which are made in a specific country,” (Nagashima 1970, 68). Nagashima’s findings contributed to the literature COO and provided much direction. First, the study of COO is suggested to enhance a cross-cultural image studies. Second, product “made in” various countries, such as U.S., Japan, Germany, England, and France, associates with a specific kind of product, for example made in U.S. is associated with automobiles, food, electronic products, computer, machinery, and airplanes. Third, the made in image is affected by familiarity and availability of the country’s product (Nagashima 1970). Rather, the previous study has generally recognized COO in phrase of made in concept to a product from a certain country. For example, Han (1989) described COO (country image) as “Overall perceived quality of products made in a given country” (Bilkey and Nes 1982). In addition to the understanding of COO, Johansson, Douglas, and Nonaka (1985) and Ozsomer, Bodur, and Cavusgil (1991) defined COO as the country as an origin of the company placed of product or brand located. COO (referred as country image) is a halo to recognize consumer product evaluation (Bilkey and Nes 1982; Johansson, Ronkainen, and Czinkota 1994; Tse and Lee 1993). Furthermore, COO was defined as positive or negative effect of the consumer’s choice processes or subsequent behaviour due to the country of manufacture (Elliott and Cameron 1994). Broadly, Maheswaran (1994) recognized that COO as a stereotypical belief about product that is influenced by the consumer’s level of expertise and the strength of the attribute information. The current study distinguishes COO as a country of a product’s manufacture and made in specific countries (Han and Terpstra 1988; Parameswaran and Pisharodi 1994; Thakor and Katsanis 1997). However in relation to banking aspects of the service offering are also made in Indonesia, such as holding accounts and in bank service offered by foreign banks located in Indonesia.

2.7.3 The Scale of COO

Formerly, Schooler (1965) investigated attitude within the member of the Central American Common Market (CACM). The result presented that the differences on

countries' product evaluation and attitude toward the people of a nation are affected by consumer bias on COO. However, the concept and the scale to measure COO had not been explained specifically by Schooler (1965) even in a related study trying to understand COO (Schooler and Wildt 1968; Schooler 1971). Subsequently, Nagashima (1970) elaborated the concept of COO and developed scale to measure of COO. The study compared the American and Japanese perceptions of product which were made in England, France, West Germany, Japan, and the U.S. as responses to 20 bipolar dimensions of COO. The questionnaire was provided on a 7-point semantic differential scale weighted from +3 to -3 for each of 20 dimensions. The questions included the product names which come first to consumer's mind after see the "made in" names; the country's products which would be selected even many countries had price, quality, and styling of product equally; and the country produced the highest value of product considered price, quality, design, service, and so on. In the following, the major contributions concerned to COO have been provided in a series of complementary studies using a scale by Nagashima (1970), such as Narayana (1981), Cattin, Jolibert, and Lohnes (1982), and, Johansson and Nebenzhal (1986). Narayana (1981) compared the perceptions of consumers influenced by a number of factors from the U.S. and Japan to the products which are made in from those two countries. Cattin, Jolibert, and Lohnes (1982) developed a cross-cultural study concerning the stereotypes of American and French industrial buyers to products which are manufactured in the U.S., France, West Germany, England, and Japan. The study contributed to the literature on variables that influenced the image of product made in a foreign country, specifically, cultural, organization, personality, social, and environmental. Furthermore, Johansson and Nebenzhal (1986) developed a study used the preference measures on 13 attributes for automobiles to investigate brand image of Mazda, Honda, Chevy, and Buick, and country image including West Germany, the U.S., South Korea, Mexico, the Philippines, and Japan.

In the following, Han and Terpstra (1988) studied the effects of extrinsic cues, that is, COO opposed to brand name on consumer evaluations signalling product quality of uni- and bi-national products for televisions and automobiles. The study determined consumer evaluations affected by the country stimuli, that is the United States as the reference home country; Japan, Germany, and Korea as foreign countries. In addition, the study estimated the values of the cues provided benefit to

consumers, thus concurrently with the country stimuli influence consumer perceptions on product quality. COO was inclined to the concepts about the country which was required to the interpretation whether other product attributes are favourable or not (Tse and Lee 1993). Indeed, country dimensions were measured by technical advancements, prestige, workmanship, economy (these four dimensions were adopted from Nagashima (1970)), serviceability, and overall quality. The study findings presented that consumer perception of product quality and the level of individual product dimensions varied across the type of product. Even if COO and brand name affected consumer evaluations to product quality, COO had stronger effects than brand name on consumer evaluations of bi-national products. More broadly, Han (1989) investigated a role of country image on consumer evaluations for a specific product category, which are television sets and automobiles. The measurement of country image was enlarged with several key variables, as technical advancements, prestige, service, workmanship, and price. Han (1989) found the interrelationships between country image as 'a halo', beliefs to product attributes, and brand attitude. Whilst consumer were not familiar with a product from a given country, country image would be a halo of product attributes assessment, then influenced attitude through that consumers' evaluation of product attributes rating (Batra et al. 2000; Han 1989; Papadopoulos and Heslop 1993).

Conversely, the basis of Nagashima's study of COO markedly focused on the behavioural view. Some understanding of the marketing production and marketing-oriented factors that lies behind it was suggested to be explored (Roth and Romeo 1992). Thus, Roth and Romeo (1992) analysed consumers' attitudes toward products from a particular country. Roth and Romeo (1992) concerned with the antecedents of the COO effects. Similar to Han and Terpstra (1988), the study examined which dimensions, specifically, innovativeness, design, prestige, and workmanship associated with a country's image and kindly matched with the importance of the dimensions relates to product categories. In addition, the study found that consumers' willingness to buy a foreign product will be high whilst the country image is an important cue of product attributes. The study suggested developing a study to compare the impact of uni-dimensional and multi-dimensional images on product evaluation in a cross-national differences study settings.

Unlike previous research with attention to “made in” image or country image, Insch and McBride (1999) comprised COO into three components, specifically, [1] country of design, [2] country of assembly, and [3] country of parts. Such a suggestion, due to the complexity of the constructions of COO, was required to decompose COO into specific parts. Likewise, Wong, Polonsky, and Garma (2008) examined the effect of COO on product assessments by considering COO construct separately into three sub-components. Hence, a product may be assembled, manufactured, and designed outside a sourcing country and perceived differently, COO has been conceptualized by country of assembly, country of parts or components and country of design (Acharya and Elliott 2001; Wong, Polonsky, and Garma 2008). Specifically, the study investigated consumers respond toward product from various countries related to level of involvement. Typically, consumers purchase high-involvement product by considering risks due to their high expenditure, in particular if buy products from inferior country. Samiee (1994) made a distinction amongst COO, country of manufacture, and country stereotyping effect. In line with the discussion of COO construct, several studies bring to the forefront some factors that increase COO influence, such as level of involvement, familiarity, etc. Consumers may thus rely on COO when other information of product is unavailable and consumer feels unfamiliar with the product. In short, COO is used as proxy to tell the consumer about aspects of the product. Johansson, Douglas, and Nonaka (1985) identified familiarity and knowledge relate to the product class. Samiee (1994) determined the domain of COO whilst the analysis concerned to geographic area rather than country. However, Samiee (1994) recognized that COO brought no influence of opinion of branded product. Gürhan - Canli and Maheswaran (2000) predicted the determinants of COO evaluation. For example specifically, Gürhan - Canli and Maheswaran (2000) highlighted that COO is used when consumers buy product due to interrelated factors, such as low motivation, a particular personal goal, and information of the country's products which affect COO evaluations. The study provided new insights into the determinants of COO evaluation and an information processing theory related to how and when new information affects COO evaluations. Samiee, Shimp, and Sharma (2005) developed an analysis to outline the antecedents of COO that are predicted by variables such as socioeconomic status, past international travel, foreign language skills, and gender.

Conclusively, prior studies in many different countries and a cross-cultural settings have indicated consumers' preference toward purchasing foreign products (Han 1989; Maheswaran 1994; Schooler 1965; Verlegh and Steenkamp 1999) or locally made product (Elliott and Cameron 1994; Nagashima 1970), also COO in relations with ethnocentrism (Batra et al. 2000; Chrysochoidis, Krystallis, and Perreas 2007; Evanschitzky et al. 2008; Kaynak and Kara 2002; Shankarmahesh 2006; Wong, Polonsky, and Garma 2008). Emphasizing the relationship of COO, the studies were built on the effect to product evaluation (Lee and Lee 2009; Li and Wyer Jr. 1994; Schooler and Wildt 1968; Wong, Polonsky, and Garma 2008), and particularly, to purchase intentions depending on the level of product knowledge (Lee and Lee 2009; Maheswaran 1994). Specifically for example, Maheswaran (1994) examined the behaviour of expert who is more familiar with the product thus has adequate knowledge and novice consumers in using, processing stereotypical information, and enhancing recall of COO consistent attributes, then followed by a strong or a weak description of that product attribute. The study provided the analysis of whether expert and novice consumers have dissimilar behaviour in when and why they used COO information. Then, the expertise and the attribute information lead to moderated effect of the relationship between COO and product evaluations. The study finding revealed that consumers used COO in evaluation of product when the attribute information was ambiguous. Moreover, experts and novices used COO differently in evaluations due to their product knowledge by considering intrinsic cues. Then recently, several studies have provided evidence that COO is associated with a product influences consumer choice behaviour. For example, the study by Samiee, Shimp, and Sharma (2005) examined that COO information influenced consumers' product judgments and behaviour. Although numerous studies have been developed on COO, however, few studies explore motivations triggering trust toward foreign products, and also other possible factors influence the relationship. After reading numerous submissions for further research concerning COO, the current study attempted to study COO relate to ethnocentrism, experience, animosity and trust within a model of purchase intentions.

2.8 Social Class Consciousness

2.8.1 Introduction

This study discusses the interplay between variables that cause purchase intentions in terms of utility theory, in relation to bank consumer choices. As highlighted before, in terms of utility theory, consumers arrive at purchase decisions by rationally evaluating the alternatives in their preference set upon a number of cues. Indeed, the perceptions and preferences of consumer may differ between groups regarding their differences in cultural, social, and personal influences. As such, the Stephens, Markus, and Townsend (2007) empirical study comparing Americans from working class and middle class attempts to emphasize social class view in psychological tendencies and show the examination of the meanings of choice derived from sociocultural elements. The study using social psychology perspective proves the hypotheses that ‘models of agency in working class will reflect a preference for similarity to and connection with others, and people within prefer choices that produce similarity to others’. In contrast, models of agency in middle class will show a preference for individuation and differences from others, and people who have different of preference of choices (Stephens, Markus, and Townsend 2007). Discussing their implications for marketing theory and practice, research in social class needs to analyse the effects of status inequalities, such as race, ethnicity, and gender as well as the parental educational attainment (Stephens, Markus, and Townsend 2007). The research presented addresses that the understanding of class needs to be developed (Argyle 1994; Centers 1961; Martineau 1958; Rich and Jain 1968; Slocum Jr. and Mathews 1970).

2.8.2 Class

The literature highlights the studies of social class consciousness in sociological and psychological theory. Before elaborating on social class consciousness, however, it is important to precisely define social class and class consciousness in a variety of ways. The early theory of class by Marx in 1867 plays an essential role in a development of social class study. The Marx’s theory of class considers to the raise of industrial society and its influences to conflict in economic and political structures, and social movements. It establishes the raise of a revolutionary class consciousness. Indeed, class shall develop class consciousness as Marx has

conceived of as the concepts of revolution and classlessness. Marx examines the relationship which produces capitalist and transformation of working class (Lopreato and Hazelrigg 1972). The material conditions of individual as consequences of the economic factor determine the nature of individual. Thus the nature of individuals influences their kind and means of production. Accordingly, Marx defines class as a group accommodating a mutual relationship to the means of production as proprietor of capital and labour power, to the structure of political power, to the ideas of the time, and leads to the conflict with the economic and political structures. The Marxist perspective recognizes that people with a similar position have a tendency to be involved in economic interests and a consciousness of their role and membership in a social group that represents a particular class. In addition, the possession of shared interests and political and economic point of view is called by the Marxists as an ideology. Therefore the classes in a society influence social movements and social change because of the possibility of conflict between the classes rising to class struggle (Centers 1961).

Marshall in 1876 asserts that a person associated with a certain social group will make choices along with the expectation of society to a member of group to consume (Dardi 2008). Hence, class is defined as group, who is identified subjectively in accordance with consciousness of position in a hierarchy, the standpoint of membership in a particular class, and occupational status (Centers 1961). Likewise, Centers (1961) provides a feeling of solidarity in a group. Also, Centers (1961) utilizes stratification in identifying the social class concept. The research by Centers sought to answer the following question of the distinction and relationship between social class and social stratification, however, the meaning of social class is needed to be determined. Indeed, stratification determines the disparities between high and low position in a society more objective than the word class. Social stratification presents hierarchy in a given population into higher and lower categories as Sorokin comprises to economic, political and occupational stratification. As previously mentioned, it has been argued by Sorokin and Zimmerman that individuals in a social class have similarities in occupation, economic, and socio-political status. Centers's study has addressed a major question whether people's status and role regarding the economic stability of society, arise them to a set of buildings of attitudes, values and interests as well as to a consciousness as being a member in a

group which shares those attitudes, values and interests. The relation between social stratification and class consciousness is called by the interest group theory of class structure (Centers 1961). Indeed, the study by Centers has proposed models and presented empirical evidence regarding that theory.

Some sociologists recognize that class is formed as people consider their class is, identified by status or prestige, income, wealth and poverty. Class consists of people who are aware of being a member in a group with a particular identity and similarity in lifestyle, values, and self-image. Moreover, as Marx and some sociologists have argued that class is primarily derived from power in relation to individual's position in an organisation (Argyle 1994). They interact closely within an organization. However, sociologists have failed to explain the differences and the social behaviour of individuals between classes. A psychological framework refers to psychological variables within the inter-class to understand human behaviour including social psychology, personality and individual differences. In the following, psychologists have argued that individuals may accept each other as equals in occupation, education, income, area of housing, lifestyle or leisure activities, and consumption behaviour. Similarly, Argyle (1994) considered that members in a group with similar status, income, expertise or authority will develop similar behaviour e.g. styles of speech, appearance and lifestyle. Individuals of the same income but different class will spend their money differently, because they have different lifestyles. Thus rejection of out-groups was explained by social identity theory. Possible based on comparisons between themselves with other classes by doing interaction. The study by Argyle was carried out in Britain, attempted to learn about social hierarchies developing into class systems and social mobility considering to occupation, education, intelligence, motivation and ambition. From Argyle's study, five classes were found in Britain such as the upper class, the middle class, the lower middle class, the working class, and the underclass. Interestingly, Argyle put emphasis the traditional working class and the new working class on the working class. The study derived the implications for social psychology and sociology. In summary, for social psychology, class gives a basis variation in social behaviour including self-presentation, attitudes, beliefs, and personality. On the other hand, for sociology, class gives an important view of behaviour involving health, mental health, crime, sexual behaviour, leisure activities and behaviour at work, however, the explanation

requires comprising genetic, socialisation, work experience, class differences in lifestyle, and effects in equality.

2.8.3 Social Class

As in the earlier literature, the definition of class is not adjusted considerably. For example, Levine (2006) proposes to define class as a number of people who share similar experiences, social networks, and status in the social structure. Moreover, he determines that class refers to a status group and a basis of social action. Individuals have a possession of product, a power of dispose, power of property, and style of life as their status group in social stratification. Individuals behave as their position and social class in a group particularly to acquire prestige. Indeed, the study of class is the first step towards a greater understanding of the social class. North (1937) recognizes that a social class refers to a part of population presenting similarity in economic level and source of income as a basic characteristic; subsequently they have a consciousness and definite feeling of community of interest. People have a psychological feeling representing their position in a certain social, economic and political institutional structures and the nature of group membership (Rosenberg 1953). Consequently, they afford interactions closely and have similar consumption behaviour with others whose similar status level. A few authors have inferred the usefulness of social class in understanding consumer behaviour (Martineau 1958; Rich and Jain 1968; Slocum Jr. and Mathews 1970). Martineau (1958) describes that social class has an effect on spending behaviour in metropolitan markets. Class position is more significant symbolizing individual's consumption patterns than just income. Each Individual's social class predicted by The Index of Status Characteristics (ISC) – Upper Class, Upper-Middle Class, Lower-Middle Class, Upper-Lower Class, and Lower-Lower Class – shows psychological differences. More broadly, Rich and Jain (1968) measures social class by a multiple-item: Lower-Lower, Upper-Lower, Lower-Middle, Upper-Middle, Lower-Upper, and Upper-Upper in relations to shopping behaviour. The distinction between social classes is difficult to be identified during changing socioeconomic conditions including income, education, leisure time and movement to suburbia. Similarly to Martineau and Rich and Jain, Slocum Jr. and Mathews (1970) uses social class as an indicator of consumer credit cards behaviour. The finding shows that social class membership within an income levels affects consumer attitudes.

2.8.4 Social Class Consciousness

Centers's study on class consciousness was established in the United States. The interviews were conducted with members of a representative cross section of 1,100 adult white male populations. The research examines criteria for class membership. Beliefs and attitudes, education, family, money, character and morals, "just occupation", personality, behaviour and manners, ability and achievements, ability to work with his hands, and intelligence were found as criteria of own class membership besides occupation. In addition, it attempted to evaluate those various possible of class consciousness in relationship with conservatism-radicalism. Concurrently, Centers (1961) found that different criteria were used to put a person in each social class: upper class, middle class, working class, and lower class. For example, as a result, the upper class people used different criteria from other classes. Wealth and income were not more important than abilities and achievements. By contrast, the middle class and the working class used wealth and income to determine the upper class, and identified that family origins and family position were not the most important criterion of the upper class in the same view with the upper class. The upper class identified the lower class had poor character and low morals (except drink and crime), lack motivation or ambition, family origins, low intelligence, bad luck, laziness and shiftlessness, lack of ability, and crime as different as the lower class identified themselves. Poverty and poor education or lack of education were the top criteria for membership in the lower class; money and income in the middle class; and "working for a living", manual, common, mill or factory work or labour in the working class. In summary, Americans had become class conscious and the working class as the largest of all classes has varieties of attitudes and beliefs.

Landecker (1963) divided class consciousness into three types, namely class status consciousness, class structure consciousness and class interest consciousness. Class status consciousness involved a person's self-identification refers to an actual position within a class system where members as friend and leisure time companion with a similar preference, commitment, view amongst local, regional, national, or a cross-national entity. Class structure consciousness included recognition of the class positions characteristic provided a person with a similar kind of occupation, personal ability, power, recognition of boundary lines between different classes, or stratification within a class. Class interest consciousness was recognized as a series

of beliefs of a class member refers to a view of socio-economic, a way to take a part in an election, the desire of political movement, and an opinion that people outside the class were enemies. The study by Landecker (1963) determined class status consciousness in a general status score of self-appraisal based on the thought a person belonged to the upper, upper-middle, lower-middle, or lower class; class interest consciousness based on the thought that most businessmen would agree or disagree with a person's views on price control or national health insurance issues and the opinion that most working-class people would agree or disagree with him in these matters; class structure consciousness concern to the chances of children of workingmen become well-to-do and important businessmen and whether the men who are getting to be important people in the community are getting there mainly because of their own ability or their family connections. Moreover, Landecker (1963) suggested research on class consciousness should be classified between cognitive and affective mode, developed into cognitive class-structure consciousness and affective class-status consciousness.

Furthermore, some definitions of class consciousness have been developed. Class consciousness is determined whilst individuals knowing what their class interest have similarity of attitude and behaviour in a relationship in a population, and establish their behaviour to intend to further the interest (Lewis 1966). Class consciousness refers to a view of individual with a particular interest identifies within a given class thus they show and share the interests with others (Lopreato and Hazelrigg 1972, 116). Consciousness in sociology is defined as a set of political perspectives and forces that is surfaced by the recognition of similarity. More broadly, Miller et al. (1981) reveal that class consciousness involves identification of people and recognition of their position in the class structure with the similarity of interests. Class consciousness is viewed as an individual's actual position in the relationship, thus, individuals showing their self-identification of class (Fantasia 1995). Furthermore, in line with the development of class consciousness concept, Reay (2005) concerned social class into a conscious and unconscious level. Class was noticed in the way individuals think and feel about class practices as surrounded by the powerful dynamic between emotions, the physic economy and the psyche. The research by Reay (2005) were educational case studies revealed that a physic economy was affected by feelings of ambivalence, inferiority and superiority,

visceral aversions, recognition, abjection and the markings of taste. Moreover, Reay (2005) argued that gender and race influenced psychic processes and adjustment of the self. Unlike the previous theories of class consciousness which focused on the working classes and the experience inside, Reay (2005) concerned to socio-economic categorization, class practices and a psychic economy of class.

2.9 Self-consciousness

2.9.1 Introduction

Notably, class consciousness varies with experience and the similarity of status and characteristics which force them to have intimate contacts (Landecker 1963), and also varies with attitudes and beliefs (Centers 1961). In the following, Argyle (1994) summarized that class gives a basis variation in social behaviour including self-presentation, attitudes, beliefs, and personality. It has been determined that class has a role to human behaviour due to class represented individual's personal and social outcomes (Kraus, Piff, and Keltner 2009). While rarely recognized in the marketing studies, self-consciousness is considered to be studied, such as in the analysis of social attitude and personality traits to predict and explain human behaviour. Based on the understanding of the process of self-focused attention (Fenigstein, Scheier, and Buss 1975) or the self-concept (Abe, Bagozzi, and Sadarangani 1996), the studies on self-consciousness have been developed regarding how a person focused on thoughts, feelings, behaviours or appearance, and the way he reflect and fantasize himself, makes a decision, has own motive and willingness to appear to other people (Fenigstein, Scheier, and Buss 1975).

2.9.2 The Definition and the Measurement of Self-consciousness

Self-consciousness is presented as the consistent tendency of individuals to direct their attention inward or outward, therefore it is different between individuals, as formed by previous experience (Fenigstein, Scheier, and Buss 1975). Moreover, Fenigstein, Scheier, and Buss (1975) divided self-consciousness to three components, specifically private self-consciousness, public self-consciousness, and social anxiety. The private self-consciousness refers to "a thoughtfulness that individual's inner thoughts and feelings". The public self-consciousness concerns to "a general awareness of the self as social object which affect other individuals".

Social anxiety is described as “a discomfort in the presence of other individuals”. In addition, Abe, Bagozzi, and Sadarangani (1996) employed self-consciousness for describing self-concept, as a representation to a cognitive appraisal of self attributes. Similarly, Stapel and Blanton (2004) explicitly discussed self-consciousness by describing the self-concept which was formed by other people’s perceptions as social comparisons. Thus, social comparisons occur spontaneously and unconsciously related to self-evaluations.

The measurement of the scale of self-consciousness was developed by Fenigstein, Scheier, and Buss (1975) consisted of 23 items on a 5-point scale (0 = “extremely uncharacteristic”, to 5 = “extremely characteristic”). Specifically, self-consciousness scale was comprised by ten items represented private self-consciousness, seven items measured public self-consciousness, and six items indicated social anxiety. The study was carried out with a survey to 432 college students to assess behaviours that represent the domain of self-consciousness. The findings revealed that as a person was aware of oneself as a social object, he would evaluate himself and become apprehensive. However, a person’s self-awareness did not involve social anxiety, specifically without experiencing discomfort. In addition, Fenigstein, Scheier, and Buss (1975) found that self-conscious person would have self-attributions and closely examine his belief and feelings. In the following, there was a debate concerning dimensions in the self-consciousness scale. For example, Mittal and Balasubramanian (1987) found five dimensions on self-consciousness, namely self-reflectiveness, internal state awareness for private self-consciousness, style consciousness and appearance consciousness for public self-consciousness, and social anxiety. Similar to Mittal and Balasubramanian (1987), Scandell (2001) identify private self-consciousness with self-reflectiveness, internal state awareness; classified public self-consciousness as style consciousness and appearance consciousness.

Similar to Fenigstein, Scheier, and Buss (1975), Abe, Bagozzi, and Sadarangani (1996) measured self-consciousness used the 23-item scale by Fenigstein, Scheier, and Buss (1975) that represented in private self-consciousness, public self-consciousness, and social anxiety to a specific operational definition of the self-concept. The study by Abe, Bagozzi, and Sadarangani (1996) was a cross-cultural

consumer research demonstrated a comparison between Japanese and Americans. The findings explained that Japanese and Americans had similar self-concepts as represented in a three-dimensional structure of self-consciousness scale. The Japanese had a stronger integration of public and private consciousness; however they had lower levels of private self-consciousness and higher level of social anxiety. Also, the action control of Japanese associated with public self-awareness and social anxiety than Americans; however the associations between social comparison information and public self-consciousness, associations between attention to social comparison information and social anxiety were weaker than Americans.

2.10 Trust

2.10.1 Introduction

Since trust defined as confidence, belief, expectation (Blau 1964; Koller 1988; Pruitt 1981; Rotter 1967; Schurr and Ozanne 1985), and trust is established rely on reliability, honesty, sincerity, good experience, and satisfaction. Therefore, a party establishes and ingrains trust over time by keep delivering on their promise and fulfilling the expectation of the other party. Interestingly, trust has been discussed in social psychology, sociology, economics, and marketing area (Doney and Cannon 1997), thus the models of trust, some understanding how trust develops, and also the implications contributed new insight to the literature on marketing theory or practice. Hence, empirical studies on trust have been developed in various settings revealed trust has important roles in the fields of marketing, specifically in an exchange and interaction process involved buyer and seller (Schurr and Ozanne 1985); buyer and seller relationship (Dwyer, Schurr, and Oh 1987); relationships between providers and users (Moorman, Zaltman, and Deshpande 1992). As well several studies investigated trust arises in an exchange relationship, as follows, the study determined the influence of trust on attitude and behaviour (Schurr and Ozanne 1985), purchase decisions (Doney and Cannon 1997); brand equity (Delgado-Ballester and Munuera-Alemán 2005), etc. The current study attempts to build upon both conceptual and empirical studies on the trust construct in a across culture study and in the banking context.

2.10.2 The Definition and the Conceptualization of Trust

Trust has been defined as the belief of party to fulfil obligations which is undertaken in an exchange relationship (Anderson and Weitz 1989; Blau 1964; Rotter 1967; Schurr and Ozanne 1985), or in coordinative actions (Pruitt 1981). Furthermore, Koller (1988) defined trust as a person's expectation to partner who brings consequences yet, to behave within their interaction. More broadly, considering trust as an expectation to the partner, trust can be recognized as a belief, sentiment, and confidence within an exchange partner's trustworthiness due to expertise, reliability, or intentionality (Anderson and Weitz 1989; Blau 1964; Dwyer, Schurr, and Oh 1987; Pruitt 1981; Rotter 1967; Schurr and Ozanne 1985). Indeed, a person's expectancies are held by partner's trustworthiness (Schurr and Ozanne 1985); reliability, honesty, and sincerity (Koller 1988); and also certainty in the reliability (Chow and Holden 1997). In the context of relationship with other companies, Anderson and Narus (1990) described trust as the firm's belief to another company's actions, to prevent the firm from unexpected actions and negatives outcomes. Moreover, Moorman, Zaltman, and Deshpande (1992) considered confidence to rely on exchange partner due to trust involved vulnerability and uncertainty. Likewise, trust viewed trust can be viewed as the confidence to perceive the exchange partner's reliability and integrity (Morgan and Hunt 1994); and honesty as well integrity (Crosby, Evans, and Cowles 1990). Doney, Cannon, and Mullen (1998) conceptualized trust as the perceived credibility as an expectancy of partner's statement and benevolence. Furthermore, trust forces willingness to act based on beliefs due to circumstances of relationships would be at risk.

Various empirical studies of trust emerge in the marketing literature to outline how trust develops, in particular the antecedents and consequences of trust, and the influence of trust on behaviour. For example, Morgan and Hunt (1994) identified that shared value, communication, and opportunistic behaviour are antecedents of trust. The study in the context automobile tyres by Morgan and Hunt (1994) examined that trust related to commitment as key mediating constructs of relationship marketing. Particularly, trust affects the perception of exchange partner to disagreements and arguments. Therefore, to succeed the relationship and to achieve a sustainable competitive advantage in a long term, the company should apply key mediating variable model of relationship marketing. Essentially, in the company develop trust

by maintaining corporate value and share with exchange partners, communicating valuable information as communication is crucial to decrease the possibility of conflict: In doing so they can discuss problems openly, such as expectations, market intelligence, and evaluations of performance, and also develop benevolent behaviour. On the other hand, power which was resulted from relationship termination costs and relationship benefits, negatively affected relationship between commitment and trust, thus weaken overall relationship success. In short, trust is central to success.

Similarly, Doney, Barry, and Abratt (2007) summarized the antecedents of trust include social interaction, open communications, customer orientation, service quality, and value. The study examined the interaction between buyers and suppliers for social purposes; as follows the social bonds increased interpersonal relationships and friendship to strengthened confidence and built trust. In addition, open communications between buyers and suppliers was needed to a shared understanding within the relationship. It follows firms must maintained trust. Moreover, as customer-oriented service provider considered fulfilling buyer's need and buyer's welfare to satisfy buyers, a buyer's trust would be build. Likewise, provider showed capabilities and competence to develop service quality with functional dimension refers to what the customer receives; technical dimension regards how the service is received; and economic dimension pertains to perceived value. As, value is provided in attribute performance which meet buyer's expectations, the service provider is required to satisfy the buyer by giving benefits greater than the alternative suppliers. Thus, the perceived value maintained a sustained relationship and a buyer's trust.

The scale of trust in the current study is adopted by Doney and Cannon (1997). Doney and Cannon (1997) investigated that trust was built by five cognitive processes, specifically calculative process, prediction process, capability process, intentionality process, and transference process. Furthermore, their study evaluated both trust of a supplier firm and the salesperson through the words and actions. Trust was predicted to relate with characteristics of the supplier firm, i.e. good reputations, size and its market share position, and characteristics of its salesperson, i.e. expertise and power. In addition, trust was related to characteristics of the supplier firm relationship, i.e. willingness to customize, confidential information sharing, length of relationship, and characteristics of the salesperson relationship, i.e. likability,

similarity, frequent business contact, frequent social contact, length of relationship. Buyers judge trustworthiness of supplier through its promises and actions, credibility and integrity. Therefore, trust influences buyer's purchase decision making and continue the exchange relationship. This study will investigate the impact of trust on Indonesian consumers towards banks and their offerings in particular its impact upon purchase intentions.

2.11 Animosity

2.11.1 Introduction

Concerning several factors that positively influence a purchase intention had addressed, animosity would be predicted to impact negatively on consumer's willingness to buy (Klein and Ettenson 1999). It provides attitude to refuse in purchasing foreign product of a certain country. For example, the ethnic animosity and distrust of between nations influence purchasing decisions. Also, consumer avoids to purchasing products due to military, political, and economic events (Klein and Ettenson 1999) such as armed conflict and history, particularly those difficult to forgive. Indeed, consumers with a positive evaluation on product quality will not buy a product because of the level of animosity. Thus, this study considers animosity as a factor predicted within the proposed model of purchase intentions. Indeed, the study of animosity has been developed in various countries, such as animosity of Chinese buyers towards Japanese product (Klein, Ettenson, and Morris 1998), animosity of Australian toward French products (Klein and Ettenson 1999), animosity in five Asian countries, namely Indonesia, Korea, Malaysia, Singapore, and Thailand towards the U.S. and Japan with regard to the Asian crisis (Ang et al. 2004).

2.11.2 The Nature of Animosity

Animosity was defined as "the antipathy remained concerning previous or ongoing military, political, or economic events" (Klein, Ettenson, and Morris 1998, 90). Consider to Klein (2002), Nakos and Hajidimitriou (2007) described animosity as a consumer's negative feelings towards foreign products which are shaped by recent or ancient historical events. Animosity was carried out by previous military events, recent economic or diplomatic disputes. Moreover, Klein and Ettenson (1999) determined five predictors of animosity: [1] socioeconomic status, [2] beliefs of

personal and national economic well-being, [3] prejudice, [4] patriotism, and [5] personal demographics. In addition, as suggested, xenophobia, parental influence, and conformity to social norms were predicted as possible antecedents of animosity. In contrast, Nakos and Hajidimitriou (2007) argues gender, educational background, residence do not influence the animosity attitudes. Otherwise, age and foreign language influence positively the negative animosity attitude held.

Animosity arises when the measurement refers to a specific country. The study by Klein, Ettenson, and Morris (1998) tested the animosity model of foreign product purchase in the context of mainland Chinese consumers and their buying decisions towards Japanese products. Animosity was indicated by two constructs, namely war animosity, and economic animosity. Furthermore, the study examined that animosity has a direct impact on willingness to buy independently if product judgments to product quality and consumer ethnocentrism were held constant; animosity influence willingness to buy independently of product judgments. The findings revealed that animosity and consumer ethnocentrism were distinct constructs, Chinese consumer's animosity toward Japan had a direct effect on willingness to buy Japanese product, historical war-related factors was identified associated more closely with animosity toward Japan than economic cause. The further study by Klein and Ettenson (1999) to Australian animosity toward France provided a clearer understanding which showed assessment between consumers who avoid all foreign goods and consumers who may selectively avoid purchasing foreign product of offending nation even it was perceived as a high quality product.

Unlike Klein, Ettenson, and Morris (1998), Leong et al. (2008) divided animosity into four types, namely stable versus situational; personal versus national. Stable animosity refers to negative feelings developed by general historical background including economic or military ties between countries. Situational animosity refers to negative feelings related to a particular circumstance, such as economic crisis. Personal animosity concerns negative feelings arise from personal experiences due to the nature of particular country and its people. National animosity is described as negative feelings are derived from perceptions to the way of foreign country has treated home country. The he animosity scale was developed in a study within five Asian countries towards the U.S. and Japan, specifically the scale was comprised to

six items each for national dispositional and personal situational animosity, five each for personal stable and national situational animosity. The study also identified differences in ethnocentrism, animosity, and attribution with different economic controls during the Asian economic crisis. The findings presented that the least hurt country by the crisis, had the lowest level of ethnocentrism towards that particular country. Situational animosity was greater towards the U.S. than Japan except for Koreans. For example the anti-U.S. sentiments or hostility against the U.S. was set off due to judgment in triggering the crisis and getting involved with those Asian countries without a responsibility for resulting crisis. In terms of stable animosity, there were influences came from historical war and economic events. This study will attempt to examine animosity in the context of foreign banks operating within Indonesia. The next section will focus upon the link between the variables previously discussed and their impact upon purchase intentions.

2.12 Conceptual Framework and Hypothesis Development

2.12.1 Introduction

The current empirical study is embedded to develop an integrative framework of constructs to establish a purchase intentions model in terms of the effect of COO and brand trust based upon the utility theory. Specifically, the model aimed to incorporate COO, social class consciousness, self-consciousness, and trust into the purchase intentions model. Thus, consumer ethnocentrism, past experience, and animosity are designated as antecedents of COO construct; COO were antecedent constructs of brand trust; social class consciousness and self-consciousness were moderators of COO and brand trust relationship, and purchase intentions was the outcome construct. In the following, the study revealed the scale for each construct that was applied and then described the analysis relating to other perspectives in psychology, anthropology, sociology, and economics as a multidimensional approach. The first measurement of the level of consumer ethnocentrism used the CETSCALE by Shimp and Sharma (1987) and consists of 17 items utilizing the Likert scale to measure the score of consumer's preferences between domestic than foreign products. Past experience was measured to assess the importance of attributes in retail banking according to customers' experience adapted from Brakus, Schmitt, and Zarantonello (2009). Animosity was measured using items adopted from Klein,

Ettenson, and Morris (1998). COO was developed based on items used by Han and Terpstra (1988). Trust was measured using items adopted from Doney and Cannon (1997). The items of social class consciousness were adopted from Centers (1961); self-consciousness items are from Fenigstein, Scheier, and Buss (1975). Purchase intentions scale was adopted based on items used by Kumar, Lee, and Kim (2009). The hypothesized relationships which are developed based on the literature review and the empirical study are shown as follows. On the basis of previous discussion, an overview of each hypothesis is now discussed.

2.12.2 Research Model

The hypothesized theoretical framework is presented as follows.

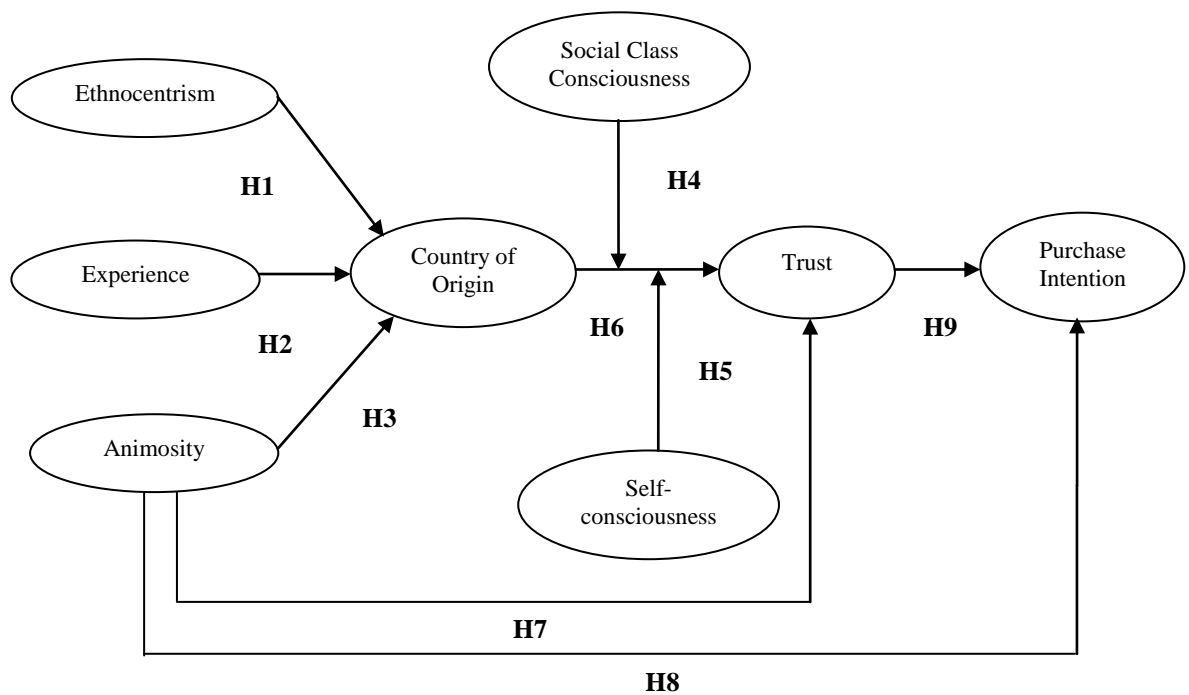


Figure 2-1: The Research Model

2.12.3 Country of Origin and Its Antecedents

The current study recognized COO as a country of a product's manufacture and made in specific countries. Products from a given country are perceived differently when the effect of COO is presented (Han and Terpstra 1988). Furthermore, the empirical studies have been developed to explain COO in relations with ethnocentrism (Batra et al. 2000; Chrysochoidis, Krystallis, and Perreas 2007; Evanschitzky et al. 2008; Kaynak and Kara 2002; Shankarmahesh 2006; Wong, Polonsky, and Garma 2008). For example, Javalgi et al. (2005) stated that consumer

ethnocentrism is a construct that was developed on COO images. With respect to the differing perception of products as per their origin, there is also evidence to suggest a general preference for domestic products (Bannister and Saunders 1978; Ettenson, Wagner, and Gaeth 1988; Nagashima 1970). Several studies also have suggested that consumer ethnocentrism may be an important construct in predicting consumer attitudes and perceptions on foreign products (Han and Terpstra 1988; Sharma, Shimp, and Shin 1995). A consumer with a high level of ethnocentrism tends to think that consumers who purchase imported products are damaging the domestic economy and causing unemployment. Thus, the level of ethnocentrism affects consumer's assessment and purchase behaviour of foreign product (Shimp and Sharma 1987; Spillan, Kucukemiroglu, and Harcar 2008). After observing the development of the COO literature, the following hypothesis is stated as follows:

H1. Ethnocentrism positively effects country of origin.

In the context of purchase intentions, the influences of consuming experience on consumer decision making is mediated by COO. As consumer attitude and purchase behaviour are formed by past experience, thus motivation to act positively towards product is a reflection of positive memory on post-purchasing product. Indeed, consumers evaluate product based on COO information, thus they have knowledge and would buy again a product from a specific country (Lee and Lee 2009). COO is a product signal to represent perceived product quality and a stereotype when consumer evaluate domestic product to foreign product (Solomon 2002). Therefore, past experience in consuming foreign product develops consumer's trust towards brand reliability and brand intentions (Delgado-Ballester and Munuera-Alemán 2005). Furthermore, Wong, Polonsky, and Garma (2008) suggested a study to be enlarged to consumer's actual purchase behaviour in order to a better understanding of the COO issue. It can be hypothesized that:

H2. Past experience of consuming foreign product positively effects country of origin.

2.12.4 COO and Trust

The current study attempts to pursue the analysis of the effect of COO on trust based upon the study by Erickson, Johansson, and Chao (1984) which proved the effect of COO on beliefs. Rosenbloom and Haefner (2009) proved the relationship between COO and brand trust, which both COO and trust depend on the consumer's home country or geographical region. Jiménez and San Martín (2010) found that COO affects consumer trust as quality signal that arises from an association between COO and reputation of firm creates trust. Han (1989), Papadopoulos and Heslop (1993), and Batra et al. (2000) noted that COO as a halo construct influences product quality beliefs, then influences attitudes or purchase intentions. In addition, Akaah and Yaprak (1993); Maheswaran (1994); Zhang (1996) investigated the effect of COO on consumer behaviour, particularly on product evaluation, attitudes, and product choices. It is satisfactory with the confidence that consumer trust arises whilst consumer has satisfaction and positive feeling to a product from a particular country as a result of evaluation. Hence, prior behaviour towards foreign and domestic products would provide consumer trust. Thus:

H6. Country of origin positively effects brand trust.

2.12.5 The Moderating Effects of Social Class Consciousness and Self-consciousness

COO as an extrinsic cue of product (Han 1989; Han and Terpstra 1988) may be one of factors to trigger developing trust; however other factor may encourage or discourage the trust enhancement. The current study proposed that social class consciousness and self-consciousness influence the association between COO with trust. Very few studies have determined the motivations underlying behaviour toward domestic and foreign product, particularly concerning to social status and self-consciousness. Usunier (1994) recognized that attitude towards product from foreign countries which offer lower price in accordance with their social status. Dornoff et al. in 1974 highlighted that people with higher education level associated with high income are more aware of the present quality and would have a better image towards foreign products (Bilkey and Nes 1982). Within a certain group, consumers interact closely and have similar consumption behaviour with others whose similar status level. There is a class of consumers who are status seekers who perceived import

product image positively. Furthermore, consumers tend to obtain social relationships to allow sharing information, thus raise their confidence to make choices along with recommendations from the other member of group. Hence, consumers have similar consumption patterns and attitudes with others within a group; and, in line of social status, they behaves as the position and the social class particularly to acquire prestige. Therefore, it is hypothesized that:

**H4. Social class consciousness positively moderates the relationship
between country of origin and brand trust.**

Trust as an individual trait, characteristic of interpersonal relations, and/or as an institutional attribute arises from an expectancy of positive outcomes that an individual can receive other parties due to their expected action in an interaction involved uncertainty (Rosenbloom and Haefner 2009). Self is a consistent tendency of a person, as Abe, Bagozzi, and Sadarangani (1996) note that individuals provide personal attributes that are relatively stable. Furthermore, the individual is recognized as the primary unit of consciousness (Abe, Bagozzi, and Sadarangani 1996). Hence, self-consciousness is included in this study as it relates to an individual's thought, actions, and decision to engage in certain actual behaviour. In addition, including self in the study would be apt in the marketing area as it characterized by appreciation of a person differences from others. The perceptions and preferences of consumer may differ between groups and between countries because of the differences of cultural, social, and personal influences. For example, the independent self-concept is common in many Western cultures; otherwise the inter-dependent self-concept is common in many non-Western cultures (Abe, Bagozzi, and Sadarangani 1996). Therefore, the current study predicts self-consciousness may account to affect the influence of COO on trust in banking area and within a country with its heterogeneous and pluralist society in relation to its ethnicity, cultural values, and religions. The formulation of the following hypotheses:

**H5. Self-consciousness positively moderates the relationship between
country of origin and brand trust.**

2.12.6 The Effects of Animosity

Animosity has been shown to impact negatively consumer's willingness to buy (Klein and Ettenson 1999). As previously addressed, animosity is acknowledged as an antipathy feelings relate to historical, political and military, or economic events. Another view recognized animosity as a negative feeling towards a product of a specific country (Nakos and Hajidimitriou 2007). That animosity feeling may influence a decision not to buy a product from a certain country even the product offers higher product value than a similar domestic product (Klein 2002). It provides attitude to refuse in purchasing foreign product of a certain country. Hence, the animosity and distrust of between two countries influence purchasing decisions. The current study predicts the following hypotheses:

H3. Animosity negatively affects country of origin.

H7. Animosity negatively affects trust in the bank.

H8. Animosity negatively affects purchase intention.

2.12.7 Trust and Purchase Intention

The study conceptualizes trust as consumer confidence to product acquisition, and especially when purchases are made to products involved risk. As in the prior literature highlights that trust is developed from consumers' confidence (Deutsch 1973) and expectations (Rotter 1967) in the rational choices behaviour, and affects to the consumer action driven by rational thinking (Lewicki, Tomlinson, and Gillespie 2006) at a certain risk. According to utility theory, trust is represented in a function of positive outcomes from consumer's confidence and expectations. Trust is resulted by cognitive, affective, and behavioural component as consequences of undertaking risk and confident expectation (Lewicki, Tomlinson, and Gillespie 2006). Consumer's belief is established by experience on consuming product. Thus, trust based on belief affects purchase intentions. It occurs when the performance of brand meets consumer's consumption expectations. In what follows, this study makes the following hypothesis:

H9. Trust in the bank positively affects purchase intention.

2.13 Conclusions

This chapter has revealed the literature documented for supporting a theoretical foundation to propose an empirical model of purchase intentions of banking products within an Indonesian setting. The chapter also provided an overview of the scales for each of the variables in the research model. In addition, the chapter has drawn on empirical studies and has identified the theoretical rational for the relationship between variables on which to base the hypotheses. The explanation included the antecedents of COO, the relationship between COO and trust, the moderating role of Social class consciousness and self-consciousness, the effect of animosity, and the relationship between trust and purchase intention. Attention now turns to discussing the methodology employed in this research.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Chapter Overview

The current chapter employs the methodology designed to study bank customer's characteristics in developing the interplay of the related constructs causing purchase intentions. Thus, the aim of this study was to propose a purchase intentions model for foreign banks (Figure 2-1) in a particular country based on the utility theory. Accordingly, to facilitate the research objective acquired, the methodology was presented into four stages conducted in this study. First, it provides research questions and objectives. Second, this chapter predicts the relationships between constructs as shown in a proposed conceptual framework by developing hypotheses. Third, in this particular research setting, the method determined data collections, measures, procedure, and data analysis. Finally, it confirms that the research methodology has been carried out for the measure of each constructs and has involved the process within the developmental framework.

3.2 Introduction

This methodology details pertaining to the study on consumer behaviour within the bank services marketing setting is now revealed. The model of purchase intentions in this study was attained within an Indonesian setting, as it has a heterogeneous and pluralist society which is pertinent to its ethnicity, cultural values, and religions. Hence, this study is aptly designed to measure the level of ethnocentric behaviour, past experience on foreign banks, as well as determine the level of animosity and a range of COO images, upon brand trust and purchase intentions of bank customers. Furthermore, this study is considered as an extension of the studies done by Kumar, Lee, and Kim (2009). Likewise, it is the first to examine the effect social class consciousness and self-consciousness on the relationship between COO and trust. Therefore, it attempted to benefit by more broadly understanding consumer characteristics of foreign banks.

The notion of purchase intentions into the bank marketing domain was intended to capture a framework of purchase intentions in terms of utility theory based upon psychological and economic perspectives. This study is conducted by integrating

psychological and economic perspectives pertinent to that behavioural analysis is needed in economics perspectives (Albanese 1987; Johnson and Fornell 1987; Rabin 2002). Furthermore, as this study attempts to develop several factors that may relate to purchase intentions, it was done to incorporate COO, social class consciousness, self-consciousness, and trust into the purchase intentions model. Consequently, the methodology outline requires to present particular avenues of research objectives to pursue. As a part of research in marketing discipline to achieve multiple models considered the choices of models appropriate for analysis, this study applied a Maximum Likelihood (ML) in Structural Equation Model (SEM) analysis (Bagozzi 1977). The SEM technique is useful to assess the interplay between theory and data flexibly (Chin 1998), to test the causal processes of constructs within the hypothesized model which is conceptualized based on theory (Byrne 2001). Specifically, to test the conceptual model, the current study applied AMOS as a part of covariance-based SEM. The intention of the analysis focused on assessment of the relationship between ethnocentrism, past experience to COO, the role of social class consciousness and self-consciousness as moderating effects, animosity to COO, trust, and purchase intention, COO to trust, and trust to purchase intention.

3.3 Research Questions and Objectives

This study addresses the four questions that are listed below.

1. What are those foreign bank customer characteristics profile in Indonesia?
2. What factors influence purchase intentions of foreign bank's savings and credit cards?
3. Do social class consciousness and self-consciousness have an effect role on foreign bank customer's behaviour in Indonesia?
4. How is the analysis important for managers to develop marketing strategy framework and increase the coverage of the market and position in Indonesia?

The primary aim driving this study is to construct a purchase intentions model in banking based on utility theory. The specific objectives are acknowledged as follows.

1. To measure the strength of how COO, trust, and animosity affect purchase intentions in relation to foreign banks.

2. To develop an integrative approach of psychology and economics on utility theory.
3. To present the banking characteristics of Indonesian customers.
4. To predict preferences in customer's decision behaviour and variability of attitudes towards foreign banks.

3.4 Hypotheses and Research Model

Each of the research questions will be addressed through a number of testable hypotheses. Based on literature described in chapter 2, the following hypotheses concerning the proposed framework for modelling purchase intentions are as follows:

H1: Ethnocentrism positively affects COO.

H2: Experience of consuming foreign product positively affects COO.

H3: Animosity negatively affects COO.

H4: Social class consciousness positively moderates the relationship between COO and trust.

H5: Self-consciousness positively moderates the relationship between COO and trust.

H6: COO positively affects trust.

H7: Animosity negatively affects trust.

H8: Animosity negatively affects purchase intention.

H9: Trust in the bank positively effects purchase intention.

These hypotheses are stated to answer the research questions (RQ) as RQ 2 will be assessed through H1, H2, H3, H6, H7, H8, H9 and RQ 3 will be tested using H4 and H5. The analysis of the hypotheses testing also helps to gain considerable attention in foreign bank customer characteristics profile in Indonesia and marketing strategy to develop by manager as viewed in RQ1 and RQ4.

The model is comprised of 8 variables that includes 220 observed items of which 17 items are used to measure for ethnocentrism, 30 items for experience of savings, 33 items for experience of credit card, 22 items for animosity, 10 items for COO, 56 items for social class consciousness, 23 items for self-consciousness, 11 items for

trust, and 9 items for purchase intention of savings, and 9 items for purchase intention of credit card. Hence, ethnocentrism, experience, animosity, COO, trust, and purchase intention are the hypothetical constructs or latent variables within the model. The proposed framework for modelling purchase intentions is adapted for the banking industry. The hypothesized model with the number of items related to each variable is shown in Figure 3-1 as follows.

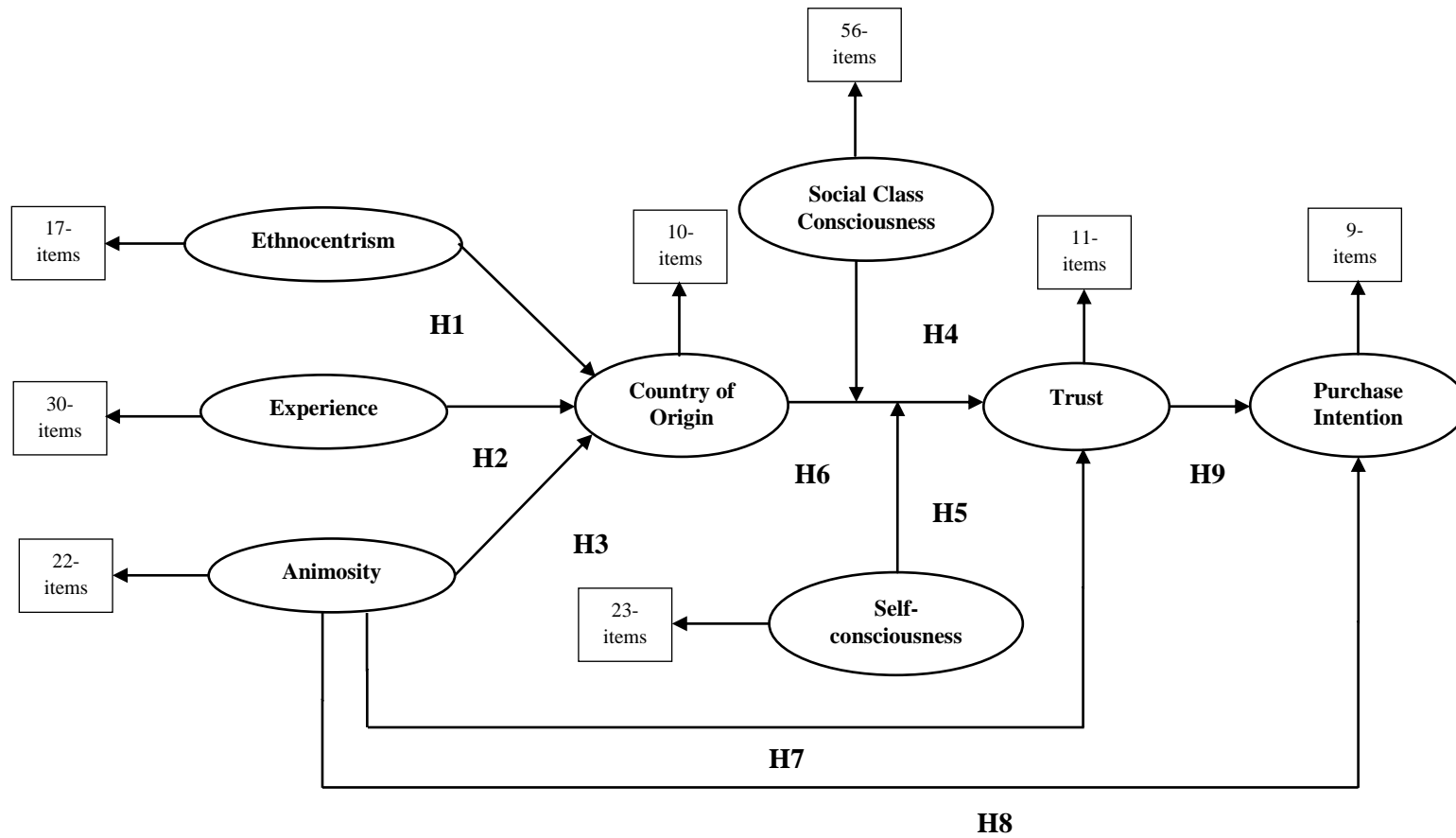


Figure 3-1: The Hypothesized Model

3.5 Method

The methodological approach in this current study consists of the questionnaire development, the study sample and data collection, the method of translation, the measures derived for each variable within the research framework, and, the proposed relationships estimated between variables within the framework, and the method applied to analyse research data. This study takes a quantitative research approach, which is used to test the theory and measure consumer behaviour by applying statistical analysis (Cooper and Schindler 2006; Malhotra 2003). Therefore, the study uses appropriate research method to test hypotheses by multivariate data analysis techniques. Hair Jr., Bush, and Ortinau (2006) defined multivariate analysis as a group of statistical procedures to analyse the relationship amongst variables simultaneously. Accordingly appropriate procedures were used through the data analysis and data interpretation.

3.5.1 Questionnaire Development

Following a review of the relevant literature, the testable hypotheses were developed and contents of measures were selected. In order to obtain data, the questionnaire was constructed related to respondent's agreement with the statement on ethnocentrism, past experience, animosity, COO, social class consciousness, self-consciousness, trust, and purchase intention questions, and demographics questions. A preliminary version of the questionnaire was reviewed by two Indonesian academics in the fields of banking and two bank managers. The purpose of the review was to help establish if the items in each measure were suitable within an Indonesian context. The measure for ethnocentrism applied the original scale of ethnocentrism by Shimp and Sharma (1987). Experience was adopted by Brakus, Schmitt, and Zarantonello (2009) divided to four factors, namely sensory, affective, behavioural, intellectual. The items are adjusted into considerations in customers' evaluation of service quality in bank context. The scale of animosity is adopted by Klein, Ettenson, and Morris (1998) divided animosity only into animosity and economics animosity as suggested that war animosity is not relevant to the current Indonesian context. COO was measured by the items of technical advancements, prestige, workmanship, and economy adopted by Han and Terpstra (1988) to evaluate country source of foreign banks. Social Class Consciousness was adopted by Centers (1961) classified the items into personal view, personal qualities, kind of

jobs, and desires and values. The items are developed by, thus they are composed in different format of questions with the original by Centers (1961). Self-consciousness was adopted by Fenigstein, Scheier, and Buss (1975) as it consists of three dimensions as private self-consciousness, public self-consciousness, and social anxiety and the all items are applied in the current study questionnaire. Trust was adopted by Doney, Cannon, and Mullen (1998) with 11 items adjusted to underlie considerations of consumer trust enhancement to the bank. The items of purchase intention adopted by Kumar, Lee, and Kim (2009) were improved to enrich the measure of purchase intentions of bank's product and services context.

In a comprehensive review of the questionnaire, it was suggested to identify that experience thing related to bank service, particularly for savings and credit cards comprised customer experience. Thus, they were classified into four dimensions of experience, namely sensory, affective, behavioural, and intellectual (Brakus, Schmitt, and Zarantonello 2009). The review also considered to determine the scale of social class consciousness was appropriate to be used in Indonesia. Moreover, the notion of questionnaire improvement concerned to the scale for animosity. Animosity broadly associated with the technical advancements, prestige, workmanship, economy and serviceability of China. Also, the suggestions are aimed at demographics questions, of which the questions were enlarged to incorporate customer behaviour to savings and credit cards of a given bank. Last, the statements and format of questionnaire were corrected. Furthermore, the semantics of items in the questionnaire was then modified on the basis of feedback received.

The questionnaire comprised in closed-response questions on 10-point question scales anchored by "strongly disagree" (0) and "strongly agree" (10). The administered questionnaire consisted of eight constructs. Specifically, the first part of the questionnaire consisted of 17 items aimed at measuring ethnocentrism, 30 items to determine past experience for savings and 33 items for credit card, items at measuring animosity, 10 items at measuring COO, 56 items to evaluate social class consciousness and 23 items to self-consciousness, 11 items to evaluate trust, items purchase intention for savings and items for credit card. Afterwards, the demographic questions placed at the end of the questionnaire.

The questionnaire was developed in English, and then translated to Indonesian by The Translation and Interpretation Program at Foreign Language Service Program or “Program Pelayanan Bahasa” [PPB]. It is a centre operating under University of Indonesia which serves in-house training programs, short workshop and courses, various kinds of language proficiency tests, a variety of consultation services related to language centre management, and translation services covering English, German, Dutch, Chinese, Japanese, Korean, French, Russian, and Arabic. The back translation procedure was employed in line with a technique by Douglas and Craig (2007). Subsequently, post graduate students were chosen and asked to review the original English questionnaire to modify in terms of any possible inappropriate English wordings and translations. The revised questionnaire was pre-tested and refined for appropriateness and clarity in the survey. In doing survey and accomplishing data collection, the current study obtained an ethical approval by The Curtin University Human Research Ethics Committee.

The first data set was pretested conducted to a sample of 30 respondents in Jakarta, Indonesia. The research was based on a survey of a sample of foreign bank’s customers. Furthermore, the pre-test confirmed that the questionnaire was appropriate for its purpose in terms of structure and language; however as a consequence of using AMOS, the number of data was not adequate to run AMOS. Therefore, the data gathered increased to 80 respondents. Missing value, exploratory factor analysis conducted to examine the underlying structure of the 181 item scale for foreign bank.

3.5.2 Sample Description

As described earlier, the focus of this research has been within Indonesia. However, it is a large country so the specific area of the study was confined to certain geographic regions. The sample consisted of 350 customers of foreign bank in Indonesia as Citibank and Hongkong and Shanghai Bank Corporation (HSBC). This study limited the sample primarily to Citibank and HSBC’s customers considering some reasons. As retail banks, Citibank and HSBC obtain individuals as their customers by corporates but, on the contrary, some foreign banks operate in Indonesia merely have corporates as their target market as JPMorgan Chase and Deutsche Bank. Moreover, some foreign banks have not intended opening their

branch to other big cities aside from Jakarta yet such as Bank of America merely operates in Jakarta and Deutsche Bank is established only in Jakarta and Surabaya. Thereby, by doing survey restricted in Jakarta, the analysis of consumer banking characteristics would not be as useful as spreading out other cities. Thus, as of foreign banks in Indonesia for consumer banking, Citibank and HSBC had the biggest market share (Mars Indonesia 2010a, 2010b). These brought to consider obtaining Citibank's and HSBC's customers as respondents of this study. The survey was undertaken in Jakarta, Bandung, Surabaya, Semarang, and Bali. The structure of respondents is shown at Table 3-1 below. All respondents were 18 years old and older. The data were obtained by doing survey with questionnaire as an instrument of research. The questionnaires were distributed by hand-delivered technique to the potential respondents whom they filled out the questionnaire in the privacy of their home or office. The questionnaires included a full set of questions completed by a cover letter included a brief author profile and an information sheet to assure that responses would be confidential. The respondents were asked to participate in the survey, and after they approved the affirmative, they subsequently conducted the self-administered questionnaire. Respondents were asked to circle the response which best described their level of agreement, 1 to 10 point, with the items in the surveys. As there were many questions to complete, the respondents were allowed to send the completed questionnaires by mail in a preaddressed return envelope within 2 weeks. From the 350 questionnaires distributed to bank customers, it is expected to get more than half of analysable quality were returned. This response rate is monitored on the period of data collection to March 2012.

Table 3-1: The Structure of Sample

City	Number of sample
Jakarta	160
Bandung	60
Semarang	42
Surabaya	68
Denpasar	20

3.5.3 Data Collection

The data collection was conducted in July 2011 to December 2011. To test the nine hypotheses, data were collected by doing survey in five cities in Indonesia: DKI Jakarta, Surabaya, Bandung, Semarang, and Denpasar to foreign bank customers.

Data was collected by using a purposive sampling method. An information sheet accompanying the questionnaires assured that responses would be confidential. The questionnaires were hand-delivered to potential respondents dropped in their office and at the banks. As many questions had to be answered by respondents, they were allowed to send the completed questionnaires by mail in a preaddressed return envelope. No questionnaires were directly filled in on the location of delivery. The usable answers (all questions answered) were gathered from 202 of the 350 questionnaires delivered (57.7 per cent response rate). The incomplete questionnaires were 37 from a total of 350 questionnaires (10.5 per cent). The missing data was higher than 10 per cent, thus the data cannot be treated as items with no missing data (Hair Jr., Bush, and Ortinau 2006). The 111 bank customers did not reply all the questionnaires (non-response rate of 31.7 per cent). The sample size is reasonable for the statistical tests and enough to run the intended analysis.

3.5.4 Measures of the Constructs

In line with Bagozzi (2011), the current study proposed to define each construct within the hypothesized framework by the conceptualization of a specific construct accomplished through a theoretical definition. The 220 items are supposed to measure the dimensions and constructs. The current study adopted established measures for all the variables set in the model.

Ethnocentrism

The measurement of the level of consumer ethnocentrism used the CETSCALE by Shimp and Sharma (1987) consisted of 17 items utilising the Likert scale essentially to measure the score of consumer's preferences between domestic than foreign products. Ethnocentrism represented morality of purchasing foreign-made products, perspective that purchasing foreign-made products was unpatriotic, would hurt the domestic economy and loss of jobs. Indeed, the original scale was developed by content analysis found seven facets of consumers' orientations through foreign products (Shimp and Sharma 1987). The scale was then assessed consumers' ethnocentric tendencies and its correlation with the other variables as consumers' the foreign product-related beliefs, attitudes, intentions, and purchase behaviour. The 17-item CETSCALE used in this current study are shown as follows.

Table 3-2: The Items of Ethnocentrism

Construct	Item
Ethnocentrism	1. Indonesian people should always buy Indonesian-made products instead of imports.
	2. Only those products that are unavailable in Indonesia should be imported.
	3. Buy Indonesian-made products keep Indonesia working.
	4. Indonesian products, first, last, & foremost.
	5. Purchasing foreign-made products is un-Indonesian.
	6. It is not right to purchase foreign products, because it puts Indonesians out of jobs.
	7. A real Indonesian should always buy Indonesian-made products.
	8. We should purchase products manufactured in Indonesia instead of letting other countries get rich off us.
	9. It is always best to purchase Indonesian products.
	10. There should be very little trading or purchasing of goods from other countries unless out of necessity.
	11. Indonesians should not buy foreign products, because this hurts Indonesian business & causes unemployment.
	12. Restrictions should be put on all imports.
	13. It may cost me in the long-run but I prefer to support Indonesian products.
	14. Foreigners should not be allowed to put their products on our markets.
	15. Foreign products should be taxed heavily to reduce their entry into Indonesia.
	16. We should buy from foreign countries only those products that we cannot obtain within our own country.
	17. Indonesian consumers who purchase products made in other countries are responsible for putting their fellow Indonesians out of work.

Reference: Shimp and Sharma (1987)

Experience

Experience was measured to assess the importance of attributes in retail banking according to customers' experience adapted from Brakus, Schmitt, and Zarantonello (2009). Past experience was operationalized through sensations, feelings, cognitions, and behavioural dimensions (Brakus, Schmitt, and Zarantonello 2009). Following Brakus, Schmitt, and Zarantonello (2009), the current study did not measure experience to specific dimension. Even though, the items might be loaded on specific dimension as a result of an exploratory factor analysis. For instance, Brakus, Schmitt, and Zarantonello (2009) has proved that 12 items of brand experience consistent and reliable to sensory, affective, behavioural, and intellectual dimensions. As explained previously, the items were developed by categorized bank service and product attributes both savings and credit card then sorted them into sensory, affective, behavioural, and intellectual. In the current study, the examination and evaluation through foreign banks product acquired experience on foreign product would associate with the image of a given country. The items of experience for savings used for data collection are presented below.

Table 3-3: The Items of Experience for Savings

Construct	Item
Sensory (F1)	1. Has a professional appearance, driving a strong impression on my senses.
	2. Has a branch environment atmosphere, driving a strong impression on my senses.
	3. Has a customer environment whilst waiting, driving a strong impression on my senses.
	4. Has a quantity & variety of services, driving a strong impression on my senses.
	5. Have physical facilities, driving a strong impression on my senses.
	6. Has ATMs availability, appealing to my senses.
	7. Has an ability to set up an account & conduct a transaction immediately, appealing to my senses.
	8. Has employees who have knowledge of all the services offered by the entity, appealing to my senses.
	9. Have employees who have up to date knowledge, appealing to my senses.
	10. Has information provided by their employees that has always been very valuable to me, appealing to my senses.
	11. Have services as a whole that are correct, appealing to my senses.
	12. Has quality of services that are maintained all of the time, appealing to my senses.
Affective (F2)	1. Has commitment to keep time dedicated to each client, inducing positive feelings & sentiments.
	2. Has commitment to keep confidentiality of information transaction, inducing positive feelings & sentiments.
	3. Has commitment to easiness of handling my banking needs.
	4. Willingly responds to customers' requests, inducing positive feelings & sentiments.
	5. Employees provide personal attention, inducing positive feelings & sentiments.
	6. Priorities treatment in queues/queuing time, inducing positive feelings & sentiments.
	7. Gives the experience that is worth the costs, inducing positive feelings & sentiments.
	8. Makes me have strong emotions for having this bank savings account.
	9. Makes me feel that this bank savings account is an emotional brand.
	10. Makes me feel that the use of this bank savings account allows me to achieve more comfort in my life.
	11. Makes me feel that I would experience an emotional loss if I had to stop being this bank savings account customer.
Behavioural (F3)	1. Makes me think that this bank's services are action oriented.
	2. Makes me think that as a customer of this bank savings account this results in bodily experiences.
	3. Makes me think that I engage in physical actions & behaviours when I do transactions in this bank.
	4. Makes me think that I engage in a lot of thinking when I encounter this bank savings account.
Intellectual (F4)	1. Provides information about products & services clearly to the customers.
	2. Provides information about promotions program clearly to the customers.
	3. Stimulates my curiosity and problem solving.
Reference: Brakus, Schmitt, and Zarantonello (2009)	

Likewise, the items of experience for credit card used for data collection are shown as follows.

Table 3-4: The Items of Experience for Credit Card

Construct	Item
Sensory (F1)	1. Is interesting in a sensory way.
	2. Makes a strong impression on my visual sense or other senses.
	3. Claims as a worldwide acceptance product, appealing to my senses.
	4. Provides confidentiality of information transaction, appealing to my senses.
	5. Has a design, appealing to my senses.
	6. Has a product choice, appealing to my senses.
	7. Has a benefit, appealing to my senses.
	8. Have advertisements, appealing to my senses.
	9. Has an interest rate, appealing to my senses.
	10. Has a reasonable annual fee, appealing to my senses.
	11. Has an attractive rewards program, appealing to my senses.
	12. Has easiness for the payment of bill processes, appealing to my senses.
	13. Has ability to conduct transactions accurately, appealing to my senses.
Affective (F2)	1. Have customer relationship activities, inducing positive feelings & sentiments.
	2. Has transactions convenience, inducing positive feelings & sentiments.
	3. Have customer feedback services, inducing positive feelings & sentiments.
	4. Has an ability to satisfy complaints & solve its credit card customer's problems immediately or within 7 days & 24 hours, inducing positive feelings & sentiments.
	5. Has features matching customer expectations, inducing positive feelings & sentiments.
	6. Guarantees all transactions have taken place, inducing positive feelings & sentiments.
	7. Has an accurate record that all transactions have taken place, inducing positive feelings & sentiments.
	8. Educates customers in how to use the product, inducing positive feelings & sentiments.
	9. Gives the experience that is worth the costs, inducing positive feelings & sentiments.
	10. Makes me have strong emotions for the product.
	11. Makes me feel that it is an emotional brand.
	12. Makes me feel that the use of it allows me to achieve more comfort in my life.
	13. Makes me feel that I would experience an emotional loss if I had to stop being its holder.
Behavioural (F3)	1. Makes me think that it is action oriented.
	2. Makes me think that it results in bodily experiences.
	3. Makes me think I engage in physical actions & behaviours when I use the credit card.
	4. Makes me think that I engage in a lot of thinking when I encounter the credit card.
Intellectual (F4)	1. Provides information about product & services clearly to its holder.
	2. Provides information about promotions program clearly to its holder.
	3. Stimulates my curiosity and problem solving.
Reference: Brakus, Schmitt, and Zarantonello (2009)	

Animosity

Animosity was formed based on items adopted from Klein, Ettenson, and Morris (1998). The original scale by Klein, Ettenson, and Morris (1998) used seven-point scale to indicate the respondents' agreement (1 = strongly disagree; 7 = strongly agree) for war animosity, economic animosity, and animosity constructs. This way changed to the 10-point scale used in this research. War animosity measured items

included feeling of angry toward people from a given country, feeling of angry, and deficiency of willingness to forgive, and threat to pay the condition of a given country. In the current study, animosity scale included animosity in general and politic and economic animosity. As mentioned in the earlier, these items measured the extent to which respondent's dissents attitude toward China, as previously the attitude examined only toward the U.S. The scale of animosity is revealed as follows.

Table 3-5: The Items of Animosity

Construct	Items
Overall Animosity (F1)	1. I dislike the U.S.
	2. I feel angry towards Americans.
	3. The U.S. is a friend of my country only in good times.
	4. The U.S. has never been fair to my country.
	5. I dislike China.
	6. I feel angry towards Chinese.
	7. China is a friend of my country only in good times.
	8. China has never been fair to my country.
Politic animosity (F2)	1. The U.S.'s power has too much influence on Indonesia's domestic politics.
	2. The U.S. is not important for Indonesian political stability.
	3. China's power has too much influence on Indonesia's domestic politics.
	4. China is not important for Indonesian political stability.
Economic animosity (F3)	1. The U.S. is not reliable trading partner.
	2. The U.S. wants to gain economic power over Indonesia.
	3. The U.S. is taking advantage of Indonesia.
	4. The U.S.'s power has too much economic influence in Indonesia.
	5. The U.S. is doing business unfairly with Indonesia.
	6. China is not reliable trading partner.
	7. China wants to gain economic power over Indonesia.
	8. China is taking advantage of Indonesia.
	9. China's power has too much economic influence in Indonesia.
	10. China is doing business unfairly with Indonesia.
Reference: Klein, Ettenson, and Morris (1998)	

COO

COO was measured using items used by Han and Terpstra (1988). The scale was developed in the study of the effects of COO on consumers' perceptions of quality of uni-national and bi-national products. The scale included six dimensions included technology advance, prestige, service, workmanship, economy, and overall dimensions and was developed on a seven-point Likert scale. Drawing on the literature, the current study used 10 items implied the dimensions by Han and Terpstra (1988). The scale of COO is presented in Table 3-6.

Table 3-6: The Items of COO

Construct	Item
Technical Advancements: Use of technology and engineering advances	1. Have a high level in the use of technology & engineering advances.
Prestige: Exclusivity, status, brand names reputation	1. Come from countries that are prestigious.
	2. Come from countries that have a high level of status.
	3. Come from countries that have a high bank reputation.
Workmanship: Reliability, durability, craftsmanship, manufacturing quality and serviceability	1. Come from countries that have expertise in banking services.
	2. Come from countries that are reliable in banking products & services.
	3. Come from countries with consistency of quality banking products & services overtime.
	4. Come from countries that have products & services offering good value for money.
	5. Come from countries that have high quality in services.
Economy	1. Come from countries that have raised standards of living.
Reference: Han and Terpstra (1988)	

Trust

Trust was measured using items adopted from Doney and Cannon (1997). Doney and Cannon (1997) developed a theory of trust in the context of social psychology, sociology, economics and marketing and its influences on industrial buying behaviour. While mainly the existing measures of trust and commitment were developed within the context of business-to-business services, characteristics of trust were clearly to define. The basis of trust involved trustworthiness (Pruitt 1981; Rotter 1967; Schurr and Ozanne 1985), credibility and benevolence (Doney and Cannon 1997), and capability due to an individual's competence, ability, and expertise to deliver to other people Doney, Cannon, and Mullen (1998). The scale of trust in the current study is presented as follows.

Table 3-7: The Items of Trust

Construct	Item
Trust	1. This foreign bank keeps promises it makes to the customer.
	2. This foreign bank is always honest with the customer.
	3. I believe the information that this foreign bank provides me with.
	4. This foreign bank is genuinely concerned that my transactions are safe.
	5. This foreign bank seems to be concerned with my needs.
	6. This foreign bank seems to be concerned with my decision making.
	7. I trust this foreign bank to keep my best interests in mind.
	8. I believe this foreign bank has credibility.
	9. I trust this bank to keep its commitments.
	10. This bank is completely open with customers.
	11. This bank is trustworthy.
Reference: Doney, Cannon, and Mullen (1998)	

Purchase Intention

Purchase intention scale was formed based on items used by Kumar, Lee, and Kim (2009). The scale in the current study has been adjusted in the context of bank customer behaviour. Details regarding the scale of purchase intention for savings are outlined.

Table 3-8: The Items of Purchase Intention for Savings

Construct	Item
Purchase intention	1. I intend to conduct transactions with my savings account in this bank frequently.
	2. I intend to increase my transactions in this bank.
	3. I plan to use other services (e.g. debit card, mobile/internet banking) as a savings account customer in this bank.
	4. I intend to maintain the savings account relationship I have with this bank.
	5. I will continue to be a savings account customer in this bank.
	6. I would not open another savings account that gives higher interest than this bank.
	7. I would not open another savings account that charges lower administration fees than this bank.
	8. I would not open another savings account that offers more benefits than this bank.
	9. I would positively recommend this bank to other people.
Reference: Kumar, Lee, and Kim (2009)	

As well, the scale of purchase intention for credit card is revealed.

Table 3-9: The Items of Purchase Intention for Credit Card

Construct	Item
Purchase intention	1. I intend to use this bank credit card frequently.
	2. I intend to increase transactions by using this bank credit card.
	3. I plan to use additional services on this bank credit card.
	4. I intend to maintain the credit card relationship I have with this bank.
	5. I will continue to use this bank credit card.
	6. I would not use another credit card that charges lower interest than this bank credit card.
	7. I would not use another credit card that charges lower annual fees than this bank credit card.
	8. I would not use another credit card that offers more benefits than this bank credit card.
	9. I would positively recommend this bank credit card to other people.
Reference: Kumar, Lee, and Kim (2009)	

Measurement of Moderators

The current study attempted to seek empirical support to validate the theoretical arguments to represent the relationship amongst the constructs. Social class consciousness and self-consciousness were set up as moderators altered the strength of the causal relationship between COO and trust. It is expected that social class consciousness and self-consciousness give a contributory effect on the relationship between COO and trust, thus enrich the development of purchase intentions model.

The current study measured social class consciousness with 56 items taken from Centers (1961) and self-consciousness with 23 items taken from Fenigstein, Scheier, and Buss (1975).

Social Class Consciousness

The items of social class consciousness were adopted from Centers (1961). While the current study developed the scale with several adjustments, all items were identified consider to the body of theory and thought around social class consciousness by Centers (1961). Centers (1961) described the concept of class from psychological view for example classes as psycho-social groupings where people with similar criteria, psychological characteristics, and traits as beliefs and attitudes, education, family, money, character and morals, occupation, personality, behaviours and manners, ability, achievements and so forth, share their attitudes, values, and interest.

Table 3-10: The Items of Social Class Consciousness: Personal View

Construct	Item
Personal view (F1)	1. I agree that Indonesia is truly a land of opportunity and that people get pretty much what's coming to them here.
	2. I think that all the modern scientific inventions of new machines and materials will result in a better standard of living for all of us.
	3. I think on the whole people in Indonesia take religion too seriously.
	4. The most important job for the government is to make it that there are good opportunities for each person to get ahead on his/ her own.
	5. The most important job for the government is to guarantee every person a decent and steady job and standard of living
	6. I think there are some professions that get too much pay.
	7. I think there are some professions that do not get enough pay.
	8. I am satisfied with my present job.
	9. I think my pay or salary is as high as it should be.
	10. I think working people are usually fairly and squarely treated by their employers.
	11. I think I have a good chance to get ahead in my present line of work.
	12. I think belonging to a union usually has positive impact for my chances for advancement in their jobs.
	13. I think I have as good a chance to enjoy life as I should have.
	14. I think woman's place should be free to take jobs outside the home if they want them.
	15. I think most people who are successful are successful because of ability.
	16. I think most people who are successful are successful because of luck.
	17. I think most people who are successful are successful because of pull.
	18. I think most people who are successful are successful because of their better opportunities.
	19. I think most people who are successful are successful because of a combination of luck, pull and better opportunities.
Reference: Centers (1961)	

Table 3-11: The Items of Social Class Consciousness: Personal Qualities

Construct	Items
Personal Qualities (F2)	1. In deciding whether a person belongs to your social class or not, these other things is important to know are political and economic concerns.
	2. In deciding whether a person belongs to your social class or not, these other things is important to know is Education.
	3. In deciding whether a person belongs to your social class or not, these other things is important to know is Family.
	4. In deciding whether a person belongs to your social class or not, these other things is important to know are Wealth, income.
	5. In deciding whether a person belongs to your social class or not, these other things is important to know are Character and Morals.
	6. In deciding whether a person belongs to your social class or not, these other things is important to know is Occupation.
	7. In deciding whether a person belongs to your social class or not, these other things is important to know Personality are Appearance.
	8. In deciding whether a person belongs to your social class or not, these other things is important to know are Behaviour, Manners.
	9. In deciding whether a person belongs to your social class or not, these other things is important to know are Ability, Achievements.
	10. In deciding whether a person belongs to your social class or not, these other things is important to know is Intelligence.
	11. In deciding whether a person belongs to your social class or not, these other things is important to know is Way of life.
	12. In deciding whether a person belongs to your social class or not, these other things is important to know are Associate and club membership.
	13. In deciding whether a person belongs to your social class or not, these other things is important to know is Leisure.
	14. In deciding whether a person belongs to your social class or not, these other things is important to know is Personal experience.
	15. In deciding whether a person belongs to your social class or not, these other things is important to know is Religious beliefs.
	16. In deciding whether a person belongs to your social class or not, these other things is important to know is Ethnics.
	17. In deciding whether a person belongs to your social class or not, these other things is important to know is Section of the country (urban – rural).
Reference: Centers (1961)	

Table 3-12: The Items of Social Class Consciousness: Kinds of Jobs

Construct	Items
Kinds of Jobs (F3)	1. The kind of jobs which I would choose is a job where you could be a leader.
	2. The kind of jobs which I would choose is a very interesting job.
	3. The kind of jobs which I would choose is a job where you would be looked upon very highly by your fellow men.
	4. The kind of jobs which I would choose is a job where you could be boss.
	5. The kind of jobs which I would choose is a job which you were absolutely sure of keeping.
	6. The kind of jobs which I would choose is a job where you could express your feelings, ideas, talent, or skill.
	7. The kind of jobs which I would choose is a very highly paid job.
	8. The kind of jobs which I would choose is a job where you could make a name for yourself or become famous.
	9. The kind of jobs which I would choose is a job where you could help other people.
	10. The kind of jobs which I would choose is a job where you could work more or less on your own.
Reference: Centers (1961)	

Table 3-13: The Items of Social Class Consciousness: Desires and Values

Construct	Items
Desires and values (F4)	1. Power is one of my class's desires and values.
	2. Self-expression is one of my class's desires and values.
	3. Esteem is one of my class's desires and values.
	4. Security is one of my class's desires and values.
	5. Profit is one of my class's desires and values.
	6. Independence is one of my class's desires and values.
	7. Leadership is one of my class's desires and values.
	8. Social service is one of my class's desires and values.
	9. Fame is one of my class's desires and values.
	10. Interesting is one of my class's desires and values.
Reference: Centers (1961)	

Self-consciousness

The current study relied on existing scales of self-consciousness by Fenigstein, Scheier, and Buss (1975) with no adjustment. As previous empirical studies applied the scale of self-consciousness by Fenigstein, Scheier, and Buss (1975) as Turner et al. (1978), Osberg (1985), Mittal and Balasubramanian (1987), and Abe, Bagozzi, and Sadarangani (1996), the scale of self-consciousness development has been quite rare. The scale determined three dimensions involved private self-consciousness with 10 items, public self-consciousness with 7 items, and social anxiety consists of 6 items. The scales are reported in Table 3-14.

Table 3-14: The Items of Self-consciousness

Construct	Items
Private self-consciousness (F1)	1. I am always trying to figure myself out.
	2. Generally, I am not very aware of myself.
	3. I reflect about myself a lot.
	4. I am often the subject of my own fantasies.
	5. I never scrutinize myself.
	6. I am generally attentive to my inner feelings.
	7. I am constantly examining my motives.
	8. I sometimes have the feeling that I am off somewhere watching myself.
	9. I am alert to changes in my mood.
	10. I am aware of the way my mind works when I work through a problem.
Public self-consciousness (F2)	11. I am concerned about my style of doing things.
	12. I am concerned about the way I present myself.
	13. I am self-conscious about the way I look.
	14. I usually worry about making a good impression.
	15. One of the last things I do before I leave my house is look in the mirror.
	16. I am concerned about what other people think of me.
	17. I am usually aware of my appearance.
Social anxiety (F3)	18. It takes me time to overcome my shyness in new situations.
	19. I have trouble working when someone is watching me.
	20. I get embarrassed very easily.
	21. I do not find it hard to talk to strangers.

Construct	Items
	22. I feel anxious when I speak in front of a group.
	23. Large groups make me nervous.
Reference: Fenigstein, Scheier, and Buss (1975)	

3.6 Data Analysis

The next stage in the research process is doing data analysis, which is conducted using descriptive and inferential statistical methods. The descriptive analysis describes the socio-demographics of respondents and their behaviour to the banking product. The data obtained by primary data from survey is assessed using descriptive with SPSS. In the next analysis section, the current study applies statistical techniques to identify the model fit with data and test hypothesized relationships.

3.6.1 Socio-demographics

The descriptive statistics are used to describe demographics, customer's characteristics and banking behaviour. Questions on the demographics involve age, gender, ancestry, education, parental education, occupation, and monthly expenses. In addition, questions on customer's characteristics and banking behaviour involve the customer's profile, the circumstances of consumer's motive, and which savings account and credit cards to share of spending with mostly. The results of descriptive statistics contain a summary of frequencies, percentages, and mean.

3.6.2 Structural Equation Modelling (SEM)

SEM is a statistical methodology undertaken to a series of structural equations that explains causal process based on theory to be conceptualized into a model (Byrne 2001; Schumacker and Lomax 2004). The relationship between variables within the theoretical hypothesized model would be set into hypotheses and tested by using SEM methodology. Therefore, the analysis simultaneously is done to examine the theoretical model validation consistent with the sample data (Byrne 2001). Chin (1998) describes the advantages of using SEM, specifically its flexibility in designing model which shows relationships amongst multiple predictor and criterion variables, estimation of unobservable latent variables and measurement error, and the interaction between theory and data. Also, it benefits of which its ability to examine and modify set of models considering the theory. Similarly, Byrne (2001) and Hair Jr. et al. (1998) highlight that SEM leads ability to estimate the interrelated

dependence relationships simultaneously. In addition, Byrne (2001) points out that SEM methodology also provides features for integrating the unobserved and observed variables, modelling multivariate relations, and estimating indirect effects.

The current study employs SEM as it helps to construct, test hypotheses designed underlying theoretical foundation and enrich the development of theory particularly theory of purchase intentions by modelling modification. Moreover, it provides method to assess reliability and validity of measures (Bagozzi 2011). It also facilitates to measure the goodness of fit between the hypothesized structure and the observed data (Fornell and Larcker 1981). In addition, composites can be made to simplify the multiple indicators formulation in SEM (Liang et al. 1990). The composites are derived from the items classified into the same factor using exploratory factor analysis and confirmed with the original scale or the rationale relationships considering the theory. Thus, the reliability of composite scores and validity for ethnocentrism, experience, animosity, COO, social class consciousness, self-consciousness, trust and purchase intention are employed by CFA.

SEM analysis techniques to examine a model involve the theoretically hypothesized structural relationships consist of two approaches, as covariance-based analysis with software programs as Limited Structural Relationships (LISREL), Equations (EQS), Analysis of Moment Structures (AMOS), Structural Equation/Path Analysis (SEPATH), Reticular Action Model for Moment Structures (RAMONA), Mx, and Covariance Analysis and Linear Structural Equations (CALIS) and component-based with software programs as Partial Least Square (PLS)-PC, PLS-Graph analysis (Chin 1998). The statistical analysis within the current study uses AMOS. AMOS is user-friendly program and it shows notification (notes for model) to advise to proceed the estimation. Therefore, it allows running the analyses several times and facilitates to find several different models of which it can be analysed with different theoretical implications (Blunch 2008). AMOS is applicable for this study as AMOS provides features to make the process through model estimation, model testing, and model modification based on the proposed theoretical model. Therefore, the process of the testing of theoretical model by AMOS benefits to seek how well the data fits the model and shows the significance of parameter estimates (Byrne 2001; Schumacker and Lomax 2004).

3.6.3 The Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA)

The statistical analyses for measurement validation and hypothesis testing are conducted using SPSS 18.0 and AMOS 20. The first statistical procedure is to estimate latent variables in the measurement by factor analysis (Byrne 2001), specifically by conducting EFA and confirmatory factor analysis CFA. EFA is used to determine the observed variables underlying factors. It is expected to identify which items adequately define constructs, namely ethnocentrism, experience, animosity, COO, social class consciousness, self-consciousness, trust, and purchase intention. As Byrne (2001) asserts that the items to measure the constructs are then grouped into the latent constructs represented by factor loading. Otherwise, CFA is used to examine the link between factors and measured variable consider theory. Following the employment of Anderson and Gerbing (1988), the CFA analysis is conducted using maximum likelihood estimation with AMOS.

Furthermore, the model fit is statistically tested, precisely to test of whether the data supports the measurement model and how well the hypothesized model fits the data. Six criteria adopted from Byrne (2001) in this study are used to test the fit of the model. The root-mean-square residual (RMSEA) should be < 0.05 , Goodness-of-fit (GFI), Adjusted GFI (AGFI), Normed fit index (NFI), Comparative fit index (CFI), and Tucker-Lewis index (TLI) are suggested to approaching 1 (perfect fit). Moreover, the hypotheses revealed the direction of the current study the multiple relationships among variables are tested by finding the regression weight on AMOS. The results represent the relationship between independent observed variable and dependent observed variable theoretical model. Specifically, the test involves the estimation of measurement model and structural relationships. The measurement model identifies relations between the observed and unobserved variables. Otherwise, the structural model identifies relations among the unobserved variables (Byrne 2001).

The measurement model tested by CFA is useful to examine the convergent and discriminant validity as assessments of construct validity (Schumacker and Lomax 2004). Then, the structural model is useful to assess the nomological validity. Hence, construct validity determines the degree of convergence for a set of measures of

constructs as hypothesized within the research model and also of discrimination between those measures and measures of a different construct (Bagozzi 2011). The guide of convergent validity is recognized by Anderson and Gerbing (1988) and Hair Jr., Bush, and Ortinau (2006) as all standardized loading estimates (factor loadings) are significant and higher than 0.5 and Chen, Tsui, and Farh (2002) recommended the factor loading with value is greater than 0.4. In addition, another analysis is derived within the current study is reliability of measures. Reliability determines the internal consistency of items presented by values of Cronbach's alpha, construct reliability (CR), and average variance extracted (AVE). The reliability value is demonstrated by Cronbach's coefficient alpha greater than 0.70 (Hair, Ringle, and Sarstedt 2011; Bagozzi 2011). As well CR is suggested to be equal to or greater than 0.60 and AVE is equal to or greater than 0.50.

3.6.4 Moderating Effects

The empirical analysis of the current study also considers moderating effects by providing social class consciousness and self-consciousness as moderators. By setting moderators into research model is established to investigate H4 and H5 of which social class consciousness and self-consciousness may play a role in a relationship between COO and trust. The moderating effects are empirically tested using a moderated regression analysis to examine the standardised β coefficient, t-value, and p. The results will explain whether the hypotheses are considerably supported or not. Regarding statistical support for the moderating effect, the regression is carried out to the interaction terms of COO multiplied social class consciousness and COO multiplied Self-consciousness. The hypotheses are expected to be supported as evidenced by all standardised β coefficient are positive and significantly moderates the relationship between COO and trust ($p < 0.05$).

3.7 Conclusions

The chapter outlines a methodological overview involves research questions, objectives, hypotheses and research model. Additionally, it provides the measures of each construct build a conceptual model. It has broadly addressed the method designed includes statistical techniques to identify the model fit with data and test hypothesized relationships. The results yielded from data survey represent numerous issues about customers' profile and behaviour and the research objectives attainment,

in particular, the validity and reliability of measures, the model fit assessment and evidence to prove hypotheses would be presented in the next chapter.

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.1 Chapter Overview

This chapter presents the analysis and the results that represent the relationships among the variables in a model of purchase intentions. The model was developed based on the theoretical foundation and the empirical context undertaken in consumer research. The research employs SEM approach using AMOS to assess the model. In each phase of the research, data collection methods and data analysis techniques are elaborated.

The chapter is organised into seven main sections. Following the introduction, the second section presents a summary of the demographic profile of respondents and an overview of items and constructs measured. The measurement model discusses the results of CFA in order to assess the validity and reliability of the construct. The next section provides the model estimation. Further, this research explores the moderating effects which are assessed to ascertain propose variables and tested to overcome a purchase intentions model. Section four provides the results of structural model derived from the hypotheses. Finally, a short chapter summary concludes this chapter.

4.2 Introduction

This study is conducted to explain four main analyses. First, it presents the description of sample involving demographics and the respondent' profile as a particular bank customer. Second, it provides the reliability and validity of the measures by using Cronbach's alpha for all scales. In particular, it presents the results from the test for construct discriminant validity and convergent validity. In the first stage, the SPSS version 18.0 was employed. Third, this research reveals results for the measurement model determined by CFA goodness-of-fit indices. It develops a model by testing the hypothesized relationships. Fourth, it provides the moderating role of social class consciousness and self-consciousness in the relationship between trust and purchase intention. Purposely, this study presents the results which were analysed instead of foreign bank and for the bank's product: savings and credit cards.

Pertaining to the measures comprised by multiple variables and the estimation of indirect effects, this study used SEM (Byrne 2001). SEM provides an assessment of model fit and the measurement of the hypothesized relationships between factors simultaneously (Anderson and Gerbing 1988; Bagozzi and Yi 1988; Byrne 2001; Fornell and Larcker 1981; Hair Jr. et al. 1998). In this study, the analysis applied SEM used a covariance-based approach to test the significance for all pattern coefficients, to assess the structural model fit and the differences between groups, and to consider the model with the theoretical alternatives (Anderson and Gerbing 1988; Chin and Newsted 1999; Qureshi and Compeau 2009). Furthermore, the covariance-based approach is useful for the data with large sample size and normally distributed (Qureshi and Compeau 2009). Thus, this study applies a two-stage approach using a maximum likelihood (ML) to SEM analysis which determines the measurement model abides by the structural model (Anderson and Gerbing 1988; Schumacker and Lomax 2004). Specifically, ML is functioned to estimate factor loading and to test the statistical significance of the correlation coefficient between factors (Schumacker and Lomax 2004). A two-step approach is useful to theory testing and development by assessing the constructs and the relationships based on theory to develop an overall model fit (Anderson and Gerbing 1988). The data analysis was done by AMOS 20 software and conducted a Confirmatory Factor Analysis to assess the model fit comprising χ^2 , degrees of freedom, and p-value (Bagozzi and Yi 1988). Moreover, the following indices criteria of the measurement model fit can be assessed by the Root Mean Square Error of Approximation (RMSEA), the goodness-of-fit indices (GFI), adjusted goodness-of-fit indices (AGFI), Tucker-Lewis Index (TLI or NNFI) and Comparative Fit Index (CFI), the root mean square residuals (RMR) (Hair Jr. et al. 1998; Schumacker and Lomax 2004).

4.3 Descriptive Statistics

4.3.1 Demographics and Psychographic

The descriptive section comprises demographics, customer's characteristics and banking behaviour. Questions on the demographics section were asked on age, gender, ancestry, education, parental education, occupation, and monthly expenses. Age can be associated with particular roles in the society (Thomas 1975),

individual's consumption activities and pattern regarding identity and positioning as an older or young consumer (Barnhart and Peñaloza 2013). Furthermore, adapted a social class study by Stephens, Markus, and Townsend (2007), the current study questioned ethnicity, gender and the parental attainment. More important, education is one of to determine social status and to consider that an individual satisfy with their chance to enjoy life (Centers 1961). Several studies have been conducted regarding education and its relationship with other dimension of social traits. For example, a British study by Harding in 1985 found that education had no effect on happiness but affected income and occupation. On the other hand, study in the U.S. revealed that education is a strong predictor of positive emotion and happiness, and self-esteem (Argyle 1994). Moreover, Argyle (1994) recognized that parental education is a possible source of social mobility and some parents concerned to educational achievement of their children for example middle-class parents provide parental support and involvement on educational success. Therefore, the current study asked the parental education on demographics questions.

The profile of the respondents represented that the majority of the respondents were young people. However, the sample had good diversification on age between ages 25 and 55 years. About 6.9 per cent of the respondents were between the ages of 25 and 29, 18.3 per cent between the ages of 30 and 34, 28.7 per cent between the ages of 35 and 39, 26.2 per cent between the ages of 40 and 44, 15.3 per cent between the ages of 45 and 50. The rest were between the ages of 51 and 55 (4.5 per cent) years of age. The respondents revealed the gender of 55.4 per cent were male and 44.6 per cent were female. The respondents are almost equally distributed between the two genders (55.4 per cent and 44.6 per cent). Considering age, In Indonesia in 2011, the percentage of age group 15 – 19 was the highest (29.13 per cent), 14.40 per cent are between 20 – 24 years, and 7.37 per cent are between 25 – 29 years. In addition, the population percentage of male was about 50.37 per cent and female was about 49.63 per cent (Statistics Indonesia 2012). Detailed descriptive statistics of respondents relating to age and sex are shown in a chart below.

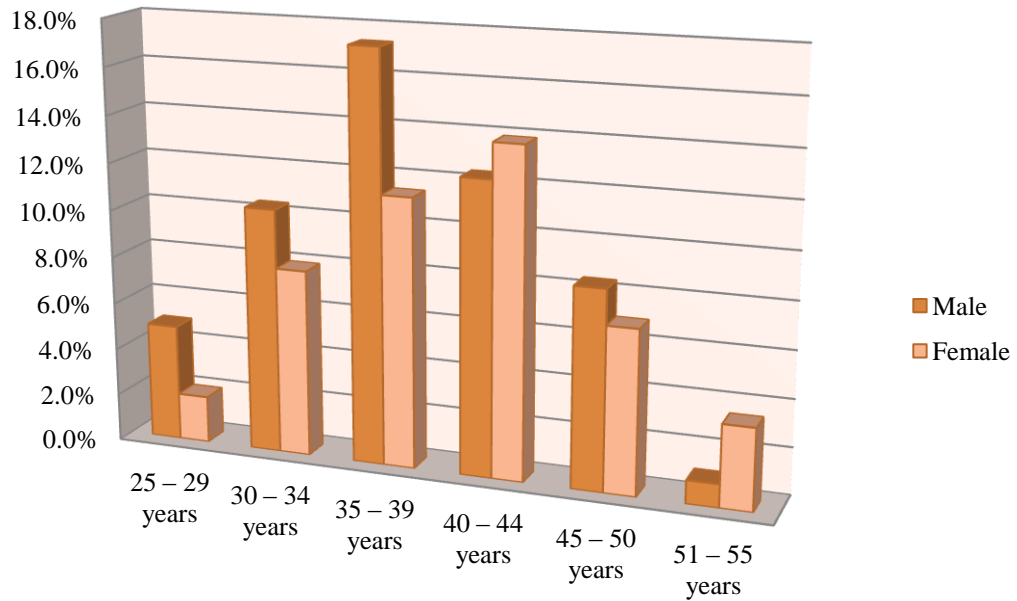


Figure 4-1: Age and Gender

Furthermore, the data comprised respondents with varying cultural background, thus ancestry was shown on the analysis. Of the respondents, 35.1 per cent were Javanese, 10.4 per cent were Sunda, 1 per cent was Madura, 9.9 per cent were Balinese, 28 per cent were Betawi, 6 per cent were Banjar, 5 per cent were Padang or Minangkabau, 2.5 per cent were Batak, and the rest had other ancestry as Chinese, Arabian, Manado, Makassar, Riau, and Bima. The ancestry became “fuzzy” of which respondents came from parents with different ancestry. In addition, some of them came from a particular place of residence or place of birth and labelled those certain places as their origin. Therefore, the ancestry referred to origin of culture dominated their life.

As shown in Figure 4-2, the respondents tend to be fairly educated as presented 21.4 per cent completed college, 55.5 per cent completed bachelor, 20.5 per cent completed master, and completed doctoral comprised 2.7 per cent of the respondents, of which parental education presented 0.9 per cent completed junior high school, 19.6 per cent completed senior high school, 18.8 per cent completed college, 42 per cent completed bachelor, 13.4 per cent completed master, and 5.4 per cent completed doctoral. Furthermore, the current study found most of respondents have higher education level than their father. With regard to parental education, 2 per cent completed junior high school, 18.8 per cent completed senior high school, 19.8 per

cent completed college, 41.1 per cent completed bachelor, 15.8 per cent completed master, and completed doctoral comprised 2.5 per cent of the respondents. Indeed in Indonesia, there are still population who are not or never attending school and not completed primary school, yet the number of those decreases every year. Illiteracy rates especially for population aged 45 years and over are still high, excluding for the population aged 15 – 44 years. However, the number of population of secondary education and above increases every year (Statistics Indonesia 2012).

With regard to occupation, public company employees comprised 10.9 per cent of the respondents, 51.5 per cent were private company employees, 22.8 per cent were entrepreneurs, 4.5 per cent were teachers or lecturers, 3 per cent were doctors, 2 per cent were lawyers, 1.5 per cent were housewives, and the rest had other occupation as researcher and students. Occupation can be one of criterion identified that is common in a particular class (Centers 1961). However, in terms of status or class, occupation in this current study does not refer to embodied occupational strata as not to find out the position assigned within their occupation. In other words, occupation is not grouped as a high-status occupation to low-status occupation, thus identify a given class. Most of the population in Indonesia are employees (36 per cent), self-employed assisted by family members (17 per cent) and self-employed (16.7 per cent). Figure 4-2 gives description concerning occupation and education as follows.

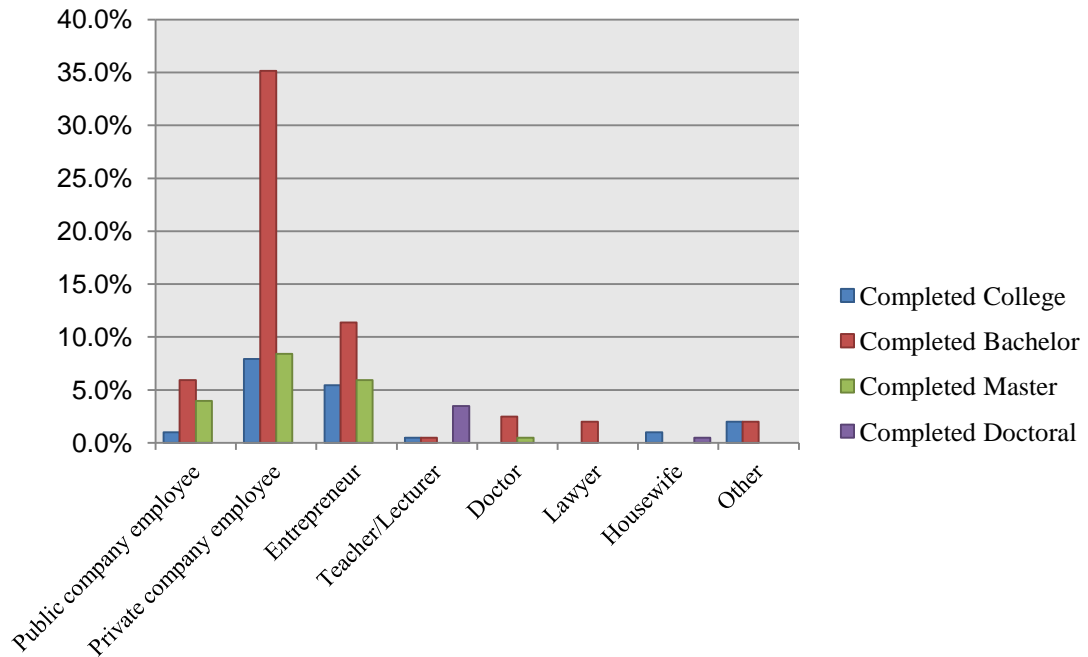


Figure 4-2: Education and Occupation

The current study considers how much the respondents spend in a month (household). Of the respondents, 10.9 per cent had monthly expenses IDR1.750.000 – 2.500.000 and 89.1 per cent more than IDR 2.500.000. Some the respondents had monthly expenses as a single person family. The household expenditures which show class differences taken from a family expenditure survey in 1990 are housing, fuel, light and power, food, alcohol, tobacco, clothing and footwear, household goods, household services, personal goods and services, motoring, fares and other travel, leisure goods, leisure services, and miscellaneous (Argyle 1994). Whereas, in Indonesia expenditure as social-economic indicator refers to expenditures for food and non-food. Specifically, the expenditures for food are high for cereals, prepared food, and vegetables. Otherwise for non-food expenditures are for housing, household facilities, and goods and services (Statistics Indonesia 2012). The dimension of household expenditure in the current study follows social economic status indicators on Indonesian Consumer Profile 2009 (Mars Indonesia 2010a) and thus characteristic of the population in general.

Another characteristic of the respondents to determine is their personal interests. As people in a given class with a consciousness of membership share their own attitudes, interests and values (Centers 1961). Of which, 22.3 per cent respondents

involve business as their interests, 5.4 per cent information and technology, 20.3 per cent sports, 6.9 per cent art, 8.4 per cent photography, 6.4 per cent fashion, 3.5 per cent movies, 5.9 per cent automotive, and 20.8 have other interests as travelling and culinary. In Indonesia, community would be developed by people with the same the interest and hobbies. For example, traveling community namely “Komunitas Jalan2 Indonesia”, bicycle community namely “bike to work community” or other cycling sport clubs and bike community precisely for hobby as “Komunitas Onthel Sepeda Tua Indonesia” (KOSTI). Indeed, many banks in Indonesia established promotion program to a given group within society to support particular events, collaborated with hotels, airlines, etc. or gave opportunity for customers to use their points or rewards with merchandise provided hobbies as camera, cooking ware, gadget and so forth. As ANZ Indonesia launch ANZ spot to give discount for restaurants and hotels or “ANZ teleticket privileges” gave privileges for movie lovers who watched movies in blitzmegaplex.

4.3.2 Banking Customers' Characteristics

The descriptive statistics of respondents obtain characteristics in banking. The data would be beneficial to investigate the customer's profile, the circumstances of consumer's motive, and which savings account and credit cards to share of spending with mostly. Data from Mars Indonesia (2010a) revealed that 54.5 per cent people lived in Jakarta have bank accounts, 38.4 per cent in Bandung, 42.5 per cent in Semarang, 40.6 per cent in Surabaya. Data for Denpasar was not available. Most bank customers were between the ages of 26 and 34 (52.3 per cent). Also regarding social economics class, most of bank customers were in group A of social economic class (with >IDR1.250.000-household expenditure). Interestingly, 17.9 per cent people of social economic class D (with <IDR600.000-household expenditure) and E (with household expenditure between IDR600.000 – 900.000) (Mars Indonesia 2010a). Furthermore, Indonesian consumer profile 2009 present data concerning what facilities of mobile banking do consumers usually use. Most of consumers use internet banking and internet banking for account balance checking, money transfer, and bill payment. In addition, consumers use internet banking for browsing regarding general banking information or about the bank (Mars Indonesia 2010a). Most of the consumers using credit cards live in Jakarta (7.2 per cent), Surabaya (4.8 per cent), Bandung (3.9 per cent), and Semarang (2.2 per cent).

The current study examines the level of importance of bank products as summarized in Table 4-1 below. The answers of respondents were rated on a 10-point scale with 0 = very unimportant and 10 = very important. The findings reveal that respondents consider savings account is the most important bank product for respondents as demonstrated by the highest mean scores 9.1. Furthermore, the respondents think that deposit accounts with a mean of 8.6, prepaid debit card (8.5), credit card (8.1), and cash loans (7.9) are less important than savings account. An examination also presents that health insurance (6.9), family protection (6.8), regular investment plans (6.5), education insurance (5.2), mutual funds (4.9), and government bonds (4.8) are not as important as other bank products. A study by Jain, Pinson and Malhotra 2007 identify financial services which customers in the U.S. to distribute patronage in a certain bank, such as regular savings account (statement), regular savings account (passbook), regular cheque account, mortgage, club account, line of credit, term savings account, home improvement loan, charge card, personal loan, and life Insurance.

Table 4-1: Importance of Bank Products within Indonesia

No.	Product	Mean
1.	Savings account	9.1
2.	Deposit account	8.6
3.	Prepaid debit card	8.5
4.	Credit card	8.1
5.	Cash loans	7.5
6.	Health insurance	7.2
7.	Family protection	6.8
8.	Regular investment plans	6.5
9.	Education insurance	6.2
10.	Mutual funds	5.5
11.	Government bonds	4.8

Savings

The first major factor that triggers using foreign banks is their savings account. 22.8 per cent brand name, 32.2 per cent benefits and features of savings, 24.3 per cent promotion program, 6.9 per cent recommendation from family, friend, or colleague, and 13.9 per cent are other factors such as location of the bank and recommendation from the respondent's workplace. Furthermore, the data reveals that most of the respondents have been customer of savings for less than 1 year 8.9 per cent, 1 – 2 years (22.8 per cent), 3 – 4 years (39.6 per cent), 23.3 per cent 5 – 6 years, and 5.4 per cent more than 6 years. Of which the respondents do transactions as follows:

weekly (8.9 per cent), 61.4 per cent monthly, 24.8 per cent every three months, 3 per cent every half year and 2 per cent annually. Respondents spent approximately the following amount of money for each transaction: less than IDR500.000 were 8.4 per cent, 16.3 per cent between IDR500.001 to 750.000, 22.3 per cent between IDR750.001 to 1.000.000, 30.7 between IDR1.000.001 to 1.250.000, and 22.3 per cent more than IDR1.250.000.

Concerning other savings accounts, it was noted that consumers that had more than two accounts, these respondents choose one savings account in which to spend most. Of which 25.2 per cent respondents do transaction in BCA. 21.3 per cent were in Mandiri bank, 7.4 per cent were in BRI, 6.4 per cent were in BNI, 7.4 per cent in HSBC, 5.4 per cent were in CIMB Niaga bank, 4.5 per cent in Bank Muamalat, 3 per cent in Citibank, 2.5 per cent were in Danamon bank, 2 per cent were in Bank Permata, 1.5 per cent were in BTN, Bank Bukopin, and Bank Syariah Mandiri (BSM), 1 per cent were in BII, and 9.9 per cent were in other banks as Bank Mega, Bank DKI, Bank Commonwealth Indonesia, Bank OCBC NISP, Bank ICBC Indonesia. The study by Mars Indonesia in 2009 revealed that the top five banks to spend money were BCA, Bank BRI, Bank Mandiri, Bank BNI, and Lippo. Indeed, the numbers of banks in Indonesia drive each bank to improve customers' share-of-wallet allocations. Cooil et al. (2007) proved the relationship between customer satisfaction and share of wallet and the relationship moderated by demographic and situational customer characteristics. Therefore, banks compete not only to keep the relationship with the customers, for example by providing positive experience, but also to improve a customers' repeated transaction in a given bank than others with larger share of wallet.

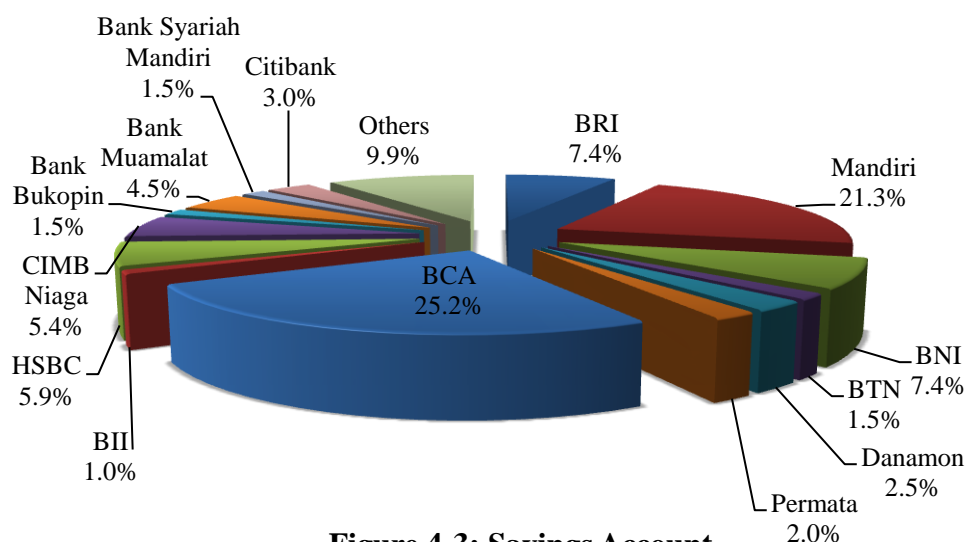


Figure 4-3: Savings Account

Credit Cards

In relation to factors which triggered customer to use a particular foreign bank's credit card, approximately 37.6 per cent respondents is triggered by promotion programs, 32.2 per cent by the benefits and features, 12.4 per cent by brand name, 7.9 per cent by family/friend/colleague recommendation, and 9.9 per cent by other factors as specifically informed by respondents are annual fee, credit cards limits, and easiness to apply. Of which respondents have been used the credit card in a range of period as 5.4 per cent less than 1 year, 21.2 per cent 1 – 2 years, 39.6 per cent 3 – 4 years, 21.3 per cent 5 – 6 years, 12.4 per cent more than 6 years. Most of the respondents use credit card monthly 62.4 per cent, 13.4 per cent weekly, 12.9 per cent every three months, 8.4 per cent every half year, and the rest is 3 per cent annually. Money spent for each transaction varied from less than IDR 1.000.000 to more than IDR 10.000.000. Most of the respondents spent IDR 1.000.000 to 2.000.000 for each transaction (41.6 per cent). The study by Mars Indonesia showed that approximately 42 per cent customers spent every month, of which most of customers use the credit card once or twice in a month. Most of the transactions conducted by the respondents were made using debit card which in short is sourced by their own savings-characteristic of debit cards.

Furthermore, the data from Mars Indonesia presented that some of customers have more than two credit cards, specifically 21.7 per cent had three credit cards, 1.3 per cent had four credit cards, 3.1 per cent had five credit cards, and 0.5 per cent had six

credit cards. Interestingly, customers who have more than three credit cards were aged between 18 – 34 years, on the other hand most of customers had 1 or two credit cards were in age of 35 – 55 years. There were numerous credit cards were used by the customers in Indonesia and the data placed BCA card (17.8 per cent) at the top of the list other credit cards. Therefore, the current study investigated what other credit cards were mostly used by the respondents. Approximately 16.3 per cent respondents used Citibank card, 9.9 per cent used HSBC card, 6.9 per cent used BNI card, and 6.4 per cent used Standard Chartered Card. The rest used credit cards from Bank Panin, Bank Mandiri, GE Money, CIMB Niaga, Bank Mega, BRI, BII, Bank Permata, Amro Bank, and other banks as American Express and ANZ credit cards. Consequently, the banks considered the understanding of customers' behaviour toward usage of credit cards, particularly how customers tend to use one rather than another.

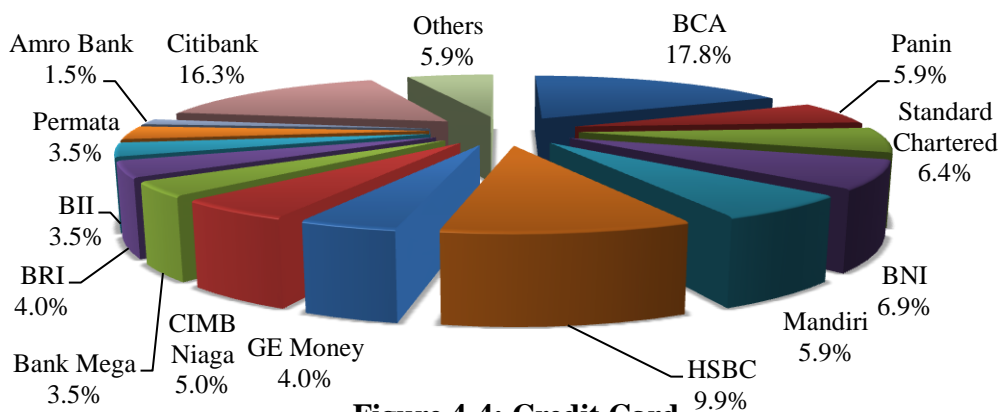


Figure 4-4: Credit Card

Now that we have a picture of the typical profile of Indonesian bank customers we are able to test the proposed model. This is now discussed.

4.4 The Goodness-of-fit Assessment

By using AMOS, the analysis attempted to fit the model to the data. The model of purchase intentions is assessed by determining the goodness-of-fit between the hypothesized model and the observed data. To do that, the present study examined the goodness-of-fit measures with exploratory factor analysis and confirmatory factor analysis.

4.4.1 Exploratory Factor Analysis (EFA)

The first phase of the analysis involved examining factors reduced to capture the constructs, specifically ethnocentrism, experience, animosity, COO, social class consciousness, self-consciousness, trust, and purchase intention. In exploratory factor analysis, every manifest variable is connected with a latent variable, with uncorrelated measurement errors, and all parameters are estimated from the data (Blunch 2008). The analysis that follows presents the loadings of the constructs on any factor that assume any value. The nature of underlying constructs was consistent with those in the extant literature.

Scale Development

As factor analysis is conducted to determine the number of factors to be extracted. The exploratory factor analysis was conducted to examine the underlying structure of the 220 item scale for foreign bank. The total number of items on the purchase intentions model was reduced to 121 items. After defining the quantity of factors, three factors are resulted in ethnocentrism, specifically the morality of buying foreign products, the prejudice against imports, and the fear to buy foreign product concerns economically hurts. Three factors lead to experience of both savings and credit card, namely sensory, affective, and behavioural. Yet affective of Savings accrued two constructs respectively, namely feelings and emotions. Two factors are resulted in animosity, definitely animosity and economic animosity. Two factors are developed in COO, namely country features and banking serviceability. Three factors are obtained in social class consciousness, specifically personal view, personal qualities, and kinds of jobs. Self-consciousness construct acquired three factors, i.e. private self-consciousness, public self-consciousness, and social anxiety. Two factors are gained to explain trust, i.e. trustworthiness and credibility. Two factors are resulted in purchase intention of savings, i.e. further behaviour of savings and loyalty of savings, and one factor for purchase intentions of credit card.

Based on the literature review, feelings and emotions were formulated considered affective construct. Tuan Pham (2004) associated feelings with affective and emotional experiences. Feeling in the current study was likened to the experience of feelings (Tuan Pham 2004) developed toward evaluations of overall foreign bank's savings account perceived quality. According to emotions, the current study does not

refer to a positive or negative emotion or the basic emotion level specifically. For example, Laros and Steenkamp (2005) developed hierarchical model of consumer emotions involved the superordinate level with positive and negative affect, the basic level with positive and negative emotions, and the subordinate level with specific emotions. Emotion is experienced by customers utilized a particular foreign bank's savings account generally.

Scale Validation

Table 4-2 indicates Kaiser-Meyer-Olkin (KMO) statistic test value, Barlett's test spherical degrees approximate chi-square value, and the probability value. All factors showed the KMO value is more than 0.70 and the probability value is less than 0.05 significant levels are considered adequate (Hair, Ringle, and Sarstedt 2011). The analysis' results confirmed that ethnocentrism, experience, animosity, COO, social class consciousness, self-consciousness, trust, and purchase intention are suitable for factor analysis. Of particular note, one construct was formulated from social class consciousness, namely desires and values with KMO = 0.633; Approx. Chi Square = 148.717; df = 6; sig = 0.000 has been removed to further data analysis. Although the total variance explained 51.045 per cent and sig = 0.000, the reliability was 0.679 (lower than 0.70).

Table 4-2: Kaiser-Meyer-Olkin and Barlett's Test

No.	Construct	KMO	Barlett's Test of Sphericity		
			Approx. Chi Square	df	Sig.
1.	The morality of buying foreign products	0.830	367.486	15	0.000
2.	The prejudice against imports	0.744	135.878	6	0.000
3.	The fear to buy foreign product concerns economically hurts	0.777	167.272	10	0.000
4.	Sensory of savings	0.795	252.228	10	0.000
5.	Feelings of savings	0.774	286.258	10	0.000
6.	Emotions of savings	0.794	309.386	6	0.000
7.	Behavioural of savings	0.714	184.828	6	0.000
8.	Sensory of credit card	0.758	242.375	10	0.000
9.	Affective of credit card	0.757	330.596	10	0.000
10.	Behavioural of credit card	0.712	165.072	6	0.000
11.	Animosity	0.715	352.043	10	0.000
12.	Economic animosity	0.824	462.998	21	0.000
13.	Country features	0.786	330.645	15	0.000
14.	Banking serviceability	0.760	214.631	6	0.000
15.	Personal view	0.775	187.301	15	0.000
16.	Personal qualities	0.765	169.629	10	0.000
17.	Kinds of jobs	0.751	141.932	6	0.000
18.	Private self-consciousness	0.752	181.409	10	0.000
19.	Public self-consciousness	0.754	166.060	6	0.000

No.	Construct	KMO	Barlett's Test of Sphericity		
			Approx. Chi Square	df	Sig.
20.	Social anxiety	0.756	243.166	10	0.000
21.	Trustworthiness	0.741	309.789	15	0.000
22.	Credibility	0.711	164.090	6	0.000
23.	Further behaviour of savings	0.791	192.310	10	0.000
24.	Loyalty of savings	0.714	194.425	3	0.000
25.	Purchase intention of credit card	0.729	191.449	10	0.000

Convergent Validity

Approximately all items load highly to their respective construct. The results determined item reliability as shown in Table 4-3 to Table 4-12. All standardized loading estimates (factor loadings) are significant and higher than 0.5 and thus support convergent validity (Anderson and Gerbing 1988). Similarly, Hair Jr., Bush, and Ortinau (2006) recommend the factor loadings should be above the value of 0.50. On the other hand, Chen, Tsui, and Farh (2002) recommended the factor loading value must be greater than 0.4. The current study uses the items with factor loadings greater than 0.5. As the rules of reliability assessment, each indicator's absolute standardized loading should be higher than 0.70 (Hair, Ringle, and Sarstedt 2011).

Table 4-3: Final Item Loadings of Ethnocentrism

Items	Description	Factor Loading
Morality of Buying Foreign Products; $\alpha = 0.830$		
Etno4	Indonesian products, first, last, & foremost.	0.741
Etno5	Purchasing foreign-made products is un-Indonesian.	0.635
Etno6	It is not right to purchase foreign products, because it puts Indonesians out of jobs.	0.725
Etno7	A real Indonesian should always buy Indonesian-made products.	0.771
Etno8	We should purchase products manufactured in Indonesia instead of letting other countries get rich off us.	0.735
Etno9	It is always best to purchase Indonesian products.	0.741
Prejudice against Imports; $\alpha = 0.744$		
Etno1	Indonesian people should always buy Indonesian-made products instead of imports.	0.732
Etno2	Only those products that are unavailable in Indonesia should be imported.	0.760
Etno3	Buy Indonesian-made products keep Indonesia working.	0.740
Etno12	Restrictions should be put on all imports.	0.688
Fear to buy Foreign Product Concerns Economically Hurts; $\alpha = 0.777$		
Etno10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	0.690
Etno11	Indonesians should not buy foreign products, because this hurts Indonesian business & causes unemployment.	0.764
Etno13	It may cost me in the long-run but I prefer to support Indonesian products.	0.561
Etno14	Foreigners should not be allowed to put their products on our markets.	0.683
Etno17	Indonesian consumers who purchase products made in other countries are responsible for putting their fellow Indonesians out of work.	0.711

Ethnocentrism was measured by the 17-item CETSCALE by Shimp and Sharma (1987). The current study has deleted 2 items on the scale of ethnocentrism: “foreign products should be taxed heavily to reduce their entry into the U.S.” (Etno15) and “we should buy from foreign countries only those products that we cannot obtain within our own country” (Etno16).

Table 4-4: Final Item Loadings of Experience for Savings

Items	Description	Factor Loading
Sensory; $\alpha = 0.795$		
Sav8	Has employees who have knowledge of all the services offered by the entity, appealing to my senses.	0.762
Sav9	Have employees who have up to date knowledge, appealing to my senses.	0.792
Sav10	Has information provided by their employees that has always been very valuable to me, appealing to my senses.	0.735
Sav28	Provides information about products & services clearly to the customers.	0.736
Sav29	Provides information about promotions program clearly to the customers.	0.601
Feelings; $\alpha = 0.774$		
Sav13	Has commitment to keep time dedicated to each client, inducing positive feelings & sentiments.	0.652
Sav14	Has commitment to keep confidentiality of information transaction, inducing positive feelings & sentiments.	0.636
Sav15	Has commitment to easiness of handling my banking needs.	0.850
Sav16	Willingly responds to customers' requests, inducing positive feelings & sentiments.	0.769
Sav17	Employees provide personal attention, inducing positive feelings & sentiments.	0.737
Emotions; $\alpha = 0.794$		
Sav20	Makes me have strong emotions for having this bank savings account.	0.857
Sav21	Makes me feel that this bank savings account is an emotional brand.	0.791
Sav22	Makes me feel that the use of this bank savings account allows me to achieve more comfort in my life.	0.821
Sav23	Makes me feel that I would experience an emotional loss if I had to stop being this bank savings account customer.	0.809
Behavioural; $\alpha = 0.714$		
Sav24	Makes me think that this bank's services are action oriented.	0.857
Sav25	Makes me think that as a customer of this bank savings account this results in bodily experiences.	0.802
Sav26	Makes me think that I engage in physical actions & behaviours when I do transactions in this bank.	0.686
Sav27	Makes me think that I engage in a lot of thinking when I encounter this bank savings account.	0.622

Past experience was measured using scale adapted from Brakus, Schmitt, and Zarantonello (2009). The original scale, namely the four-factor model consisted of 12 items. The current study adjusted the scale employed in banking setting particularly for savings product as 12 items of sensory, 11 items of affective, 4 items of

behavioural, and 3 items of intellectual. However, the intellectual construct was deleted due to the items were less than 3 items affected the output of AMOS showed that probability level cannot be computed and some results cannot be displayed. As noted, the affective construct separated to two constructs, namely feelings and emotions. Thus, the results revealed that 12 items on experience of savings were deleted.

Table 4-5: Final Item Loadings of Experience for Credit Card

Items	Description	Factor Loading
Sensory; $\alpha = 0.758$		
CC1	Is interesting in a sensory way.	0.811
CC2	Makes a strong impression on my visual sense or other senses.	0.761
CC3	Claims as a worldwide acceptance product, appealing to my senses.	0.538
CC5	Has a design, appealing to my senses.	0.767
CC6	Has a product choice, appealing to my senses.	0.648
Affective; $\alpha = 0.757$		
CC15	Has transactions convenience, inducing positive feelings & sentiments.	0.759
CC18	Has features matching customer expectations, inducing positive feelings & sentiments.	0.733
CC19	Guarantees all transactions have taken place, inducing positive feelings & sentiments.	0.829
CC20	Has an accurate record that all transactions have taken place, inducing positive feelings & sentiments.	0.812
CC25	Makes me feel that the use of it allows me to achieve more comfort in my life.	0.558
Behavioural; $\alpha = 0.712$		
CC27	Makes me think that it is action oriented.	0.777
CC28	Makes me think that it results in bodily experiences.	0.699
CC29	Makes me think I engage in physical actions & behaviours when I use the credit card.	0.735
CC30	Makes me think that I engage in a lot of thinking when I encounter the credit card.	0.761

Similar to experience scale for savings, experience was measured using scale adapted from Brakus, Schmitt, and Zarantonello (2009). Also, the current study modified the scale applied in banking setting particularly for credit card product as 13 items of sensory, 10 items of affective, 4 items of behavioural, and 3 items of intellectual. Similar to the result of savings, the intellectual construct was deleted as it affected the output of AMOS showed that probability level cannot be computed and some results cannot be displayed. As a result, 19 indicators on experience of credit card were deleted.

Table 4-6: Final Item Loadings of the Animosity

Items	Description	Factor Loading
Overall Animosity; $\alpha = 0.715$		
Animo1	I dislike the U.S.	0.745
Animo3	The U.S. is a friend of my country only in good times.	0.679
Animo4	The U.S. has never been fair to my country.	0.783
Animo12	I dislike China.	0.776
Animo15	China has never been fair to my country.	0.772
Economic Animosity; $\alpha = 0.824$		
Animo8	The U.S. wants to gain economic power over Indonesia.	0.672
Animo9	The U.S. is taking advantage of Indonesia.	0.787
Animo10	The U.S.'s power has too much economic influence in Indonesia.	0.649
Animo11	The U.S. is doing business unfairly with Indonesia.	0.777
Animo19	China wants to gain economic power over Indonesia.	0.630
Animo20	China is taking advantage of Indonesia.	0.667
Animo22	China is doing business unfairly with Indonesia.	0.702

Animosity was measured using items adopted from Klein, Ettenson, and Morris (1998). The original scale by Klein, Ettenson, and Morris (1998) included war animosity with items showed feeling of angry, willingness to never forgive, and threat to pay the condition of a given country. War animosity was excluded in the current study, yet it was irrelevant to the sample according to no experience to war animosity and to the banking setting currently. The results indicated 10 indicators from both animosity and economic animosity toward the U.S. and China were deleted.

Table 4-7: Final Item Loadings of the Country of Origin

Items	Description	Factor Loading
Country Features; $\alpha = 0.786$		
CO1	Have a high level in the use of technology & engineering advances.	0.758
CO2	Come from countries that are prestigious.	0.677
CO3	Come from countries that have a high level of status.	0.794
CO8	Come from countries that have products & services offering good value for money.	0.545
CO9	Come from countries that have raised standards of living.	0.714
CO10	Come from countries that have high quality in services.	0.687
Serviceability; $\alpha = 0.760$		
CO4	Come from countries that have a high bank reputation.	0.768
CO5	Come from countries that have expertise in banking services.	0.790
CO6	Come from countries that are reliable in banking products & services.	0.797
CO7	Come from countries with consistency of quality banking products & services overtime.	0.752

In order to measure COO, the current study used the scales by Han and Terpstra (1988) comprising of a six-dimension country image: technology advance, prestige, service, workmanship, economy, and overall. Instead, there was no indicator on

COO has been deleted, thus all items were used for further analysis. However, the country scale by Han and Terpstra (1988) was divided into two constructs, namely country features and serviceability.

Table 4-8: Final Item Loadings of the Social Class Consciousness

Items	Description	Factor Loading
Personal View; $\alpha = 0.775$		
SCC2	I think that all the modern scientific inventions of new machines and materials will result in a better standard of living for all of us.	0.514
SCC4	The most important job for the government is to make it that there are good opportunities for each person to get ahead on his/ her own.	0.656
SCC8	I am satisfied with my present job.	0.673
SCC9	I think my pay or salary is as high as it should be.	0.657
SCC11	I think I have a good chance to get ahead in my present line of work.	0.581
SCC14	I think woman's place should be free to take jobs outside the home if they want them.	0.649
Personal qualities; $\alpha = 0.765$		
SCC23	In deciding whether a person belongs to your social class or not, these other things is important to know are Wealth, income.	0.759
SCC24	In deciding whether a person belongs to your social class or not, these other things is important to know are Character and Morals.	0.529
SCC25	In deciding whether a person belongs to your social class or not, these other things is important to know is Occupation.	0.577
SCC26	In deciding whether a person belongs to your social class or not, these other things is important to know Personality are Appearance.	0.691
SCC27	In deciding whether a person belongs to your social class or not, these other things is important to know are Behaviour, Manners.	0.719
Kind of Jobs; $\alpha = 0.751$		
SCC38	The kind of jobs which I would choose is a very interesting job.	0.769
SCC41	The kind of jobs which I would choose is a job which you were absolutely sure of keeping.	0.688
SCC42	The kind of jobs which I would choose is a job where you could express your feelings, ideas, talent, or skill.	0.727
SCC46	The kind of jobs which I would choose is a job where you could work more or less on your own.	0.704

The items of social class consciousness were adopted from Centers (1961). The format of questionnaire was different with Centers's, thus the items were developed into 56 items. The results showed that 41 indicators on social class consciousness were deleted.

Table 4-9: Final Item Loadings of Self-consciousness

Items	Description	Factor Loading
Private Self-consciousness; $\alpha = 0.748$		
SC1	I'm always trying to figure myself out.	0.593
SC3	I reflect about myself a lot.	0.773
SC4	I'm often the subject of my own fantasies.	0.613
SC6	I'm generally attentive to my inner feelings.	0.575
SC7	I'm constantly examining my motives.	0.779
Public Self-consciousness; $\alpha = 0.754$		
SC11	I'm concerned about my style of doing things.	0.777
SC12	I'm concerned about the way I present myself.	0.743
SC13	I'm self-conscious about the way I look.	0.795
SC14	I'm concerned about what other people think of me.	0.520
SC18	It takes me time to overcome my shyness in new situations.	0.678
SC19	I have trouble working when someone is watching me.	0.524
SC20	I get embarrassed very easily.	0.717
SC22	I feel anxious when I speak in front of a group.	0.788
SC23	Large groups make me nervous.	0.820

The self-consciousness items were measured by a scale from Fenigstein, Scheier, and Buss (1975). Consistent with Fenigstein, Scheier, and Buss (1975), the scale was divided into three factors: private self-consciousness, public self-consciousness, and social anxiety. The results revealed that 9 indicators on self-consciousness were deleted, thus 14 items were used in further analysis.

Table 4-10: Final Item Loadings of Trust

Items	Description	Factor Loading
Trustworthiness; $\alpha = 0.741$		
Trust1	This foreign bank keeps promises it makes to the customer.	0.775
Trust2	This foreign bank is always honest with the customer.	0.731
Trust3	I believe the information that this foreign bank provides me with.	0.730
Trust4	This foreign bank is genuinely concerned that my transactions are safe.	0.667
Trust9	I trust this bank to keep its commitments.	0.518
Trust11	This bank is trustworthy.	0.668
Credibility; $\alpha = 0.711$		
Trust5	This foreign bank seems to be concerned with my needs.	0.687
Trust6	This foreign bank seems to be concerned with my decision making.	0.774
Trust7	I trust this foreign bank to keep my best interests in mind.	0.838
Trust8	I believe this foreign bank has credibility.	0.638

Trust was measured using items adopted from Schurr and Ozanne (1985) and Doney and Cannon (1997). Trust has been considered as a belief, sentiment or expectation about a partner's trustworthiness (Moorman, Zaltman, and Deshpande 1992; Parasuraman, Zeithaml, and Berry 1988; Schurr and Ozanne 1985). Furthermore, Doney and Cannon (1997) described trust with two dimensions, namely credibility

and benevolent. Trust in the current study was divided into two constructs, namely trustworthiness (Schurr and Ozanne 1985) and credibility (Doney and Cannon 1997). As a result from factor analysis, 1 indicator on trust was deleted, specifically “this bank is completely open with customers” (Trust 10).

Table 4-11: Final Item Loadings of Purchase Intention of Savings

Items	Description	Factor Loading
Further Behaviour; $\alpha = 0.791$		
PISav1	I intend to conduct transactions with my savings account in this bank frequently.	0.749
PISav2	I intend to increase my transactions in this bank.	0.766
PISav3	I plan to use other services (e.g. debit card, mobile/internet banking) as a savings account customer in this bank.	0.766
PISav4	I intend to maintain the savings account relationship I have with this bank.	0.538
PISav9	I would positively recommend this bank to other people.	0.643
Loyalty; $\alpha = 0.729$		
PISav6	I would not open another savings account that gives higher interest than this bank.	0.840
PISav7	I would not open another savings account that charges lower administration fees than this bank.	0.852
PISav8	I would not open another savings account that offers more benefits than this bank.	0.856

Purchase intention scale was adopted based on items used by Kumar, Lee, and Kim (2009). Two items used in the current study by Kumar, Lee, and Kim (2009) were “I intend to buy this brand frequently” and “I plan to buy this brand more often”. The result showed that the construct had two factors, specifically further behaviour and loyalty and 1 indicator on purchase intention of savings, specifically “I will continue to be a savings account customer in this bank”.

Table 4-12: Final Item Loadings of Purchase Intention for Credit Card

Items	Description	Factor Loading
Purchase Intention; $\alpha = 0.729$		
PICard1	I intend to use this bank credit card frequently.	0.678
PICard2	I intend to increase transactions by using this bank credit card.	0.524
PICard4	I intend to maintain the credit card relationship I have with this bank.	0.717
PICard5	I will continue to use this bank credit card.	0.788
PICard6	I would not use another credit card that charges lower interest than this bank credit card.	0.820

Similar to purchase intention construct for savings, purchase intention scale for credit card was adopted based on items used by Kumar, Lee, and Kim (2009). The original scale by Kumar, Lee, and Kim (2009) was conceived of customer behaviour in

banking setting. In contrast, purchase intention was categorized into one factor consisted of five items. Yet the result of factor analysis showed that 4 items on purchase intention of credit card were deleted.

4.4.2 The Confirmatory Factor Analysis (CFA)

4.4.2.1 The First Order Confirmatory Factor Analysis

Following the employment of Anderson and Gerbing (1988), the current study uses confirmatory factor analysis (CFA) to test the validity of the measures. The key parameter to be estimated in a CFA model are the regression coefficients (i.e., factor loading), the factor and error variances, and in some models the factor covariance to test the multidimensionality of theoretical construct (Byrne 2001) or to test the theoretical models (Schumacker and Lomax 2004). CFA was used to test the validity of the measures of ethnocentrism, experience, animosity, COO, social class consciousness, self-consciousness, trust, and purchase intention. Furthermore, the CFA model would be adjusted anchored in the nature of relationships among constructs (Hair Jr., Bush, and Ortinau 2006).

Therefore, the result of CFA model fit statistics for all constructs in the current study as follows.

Table 4-13: The CFA Model Fit Statistics

No.	Construct	χ^2	df	χ^2/df	p	GFI	AGFI	NFI	CFI	TLI	RMSEA
1.	The morality of buying foreign products	2.831	2	1.416	0.243	0.993	0.965	0.986	0.996	0.988	0.045
2.	The prejudice against imports	2.550	2	1.275	0.279	0.994	0.970	0.981	0.996	0.987	0.037
3.	The fear to buy foreign product concerns economically hurts	3.538	3	1.179	0.316	0.993	0.965	0.979	0.997	0.989	0.030
4.	Sensory of savings	5.111	4	1.278	0.276	0.990	0.962	0.980	0.995	0.989	0.037
5.	Feelings of savings	1.389	1	1.389	0.239	0.995	0.973	0.992	0.998	0.993	0.044
6.	Emotions of savings	1.160	1	1.160	0.281	0.996	0.977	0.994	0.999	0.997	0.028
7.	Behavioural of savings	4.914	4	1.228	0.296	0.990	0.964	0.977	0.996	0.989	0.034
8.	Sensory of credit card	2.157	2	1.079	0.340	0.995	0.974	0.990	0.999	0.998	0.020
9.	Affective of credit card	2.792	2	1.396	0.248	0.995	0.959	0.992	0.998	0.988	0.044
10.	Behavioural of credit card	3.588	2	1.794	0.166	0.991	0.957	0.978	0.990	0.970	0.063
11.	Animosity	1.797	1	1.797	0.180	0.994	0.965	0.990	0.995	0.986	0.063
12.	Economic animosity	10.321	5	2.064	0.067	0.980	0.940	0.961	0.979	0.958	0.073
13.	Country features	9.533	5	1.907	0.090	0.982	0.945	0.959	0.980	0.959	0.067
14.	Banking serviceability	1.426	1	1.426	0.232	0.995	0.972	0.990	0.997	0.991	0.046
15.	Personal view	7.078	5	1.416	0.215	0.986	0.959	0.949	0.984	0.968	0.045
16.	Personal qualities	7.577	5	1.515	0.181	0.985	0.956	0.956	0.984	0.968	0.051
17.	Kind of jobs	2.968	2	1.484	0.227	0.993	0.964	0.979	0.993	0.979	0.049
18.	Private self-	4.021	3	1.340	0.259	0.992	0.959	0.978	0.994	0.980	0.041

No.	Construct	χ^2	df	χ^2/df	p	GFI	AGFI	NFI	CFI	TLI	RMSEA
	consciousness										
19.	Public self-consciousness	7.122	4	1.780	0.130	0.987	0.950	0.963	0.983	0.958	0.062
20.	Social anxiety	2.231	2	1.115	0.328	0.994	0.972	0.989	0.999	0.997	0.024
21.	Trustworthiness	4.304	2	2.152	0.116	0.990	0.950	0.970	0.983	0.949	0.076
22.	Credibility	1.397	1	1.397	0.237	0.997	0.965	0.992	0.998	0.985	0.044
23.	Further behaviour of savings	2.788	5	0.558	0.733	0.994	0.983	0.986	1.000	1.024	0.000
24.	Loyalty of savings	0.589	1	0.589	0.443	0.998	0.988	0.997	1.000	1.006	0.000
25.	Purchase intention of credit card	6.616	3	2.205	0.085	0.986	0.932	0.966	0.980	0.934	0.077

4.4.2.2 The Measurement Model

a. Reliability and Validity

The next stage is the assessment of reliability to examine the consistency of the measurement model. Reliability of the measures can be assessed by using Cronbach's coefficient alpha. As recommended by Fornell and Larcker (1981), Cronbach's alpha values are usually greater than the guideline of 0.70. In the current study, the assessment of the internal consistency of the constructs was conducted by examining the value of construct reliability (CR) and the Average Variance Extracted (AVE). Determining the reliability, CR is recommended be equal to or greater than 0.60 and AVE should be equal to or greater than 0.50 (Bagozzi and Yi 1988; Fornell and Larcker 1981). The current study adopts the rules of measurement models evaluation determining that construct reliability for internal consistency should be higher than 0.70, indicator loadings should be higher than 0.70 (Hair, Ringle, and Sarstedt 2011).

Malhotra et al. (2012) concurs with Peter (1979) and Churchill Jr. (1979) whom highlight that internal consistency reliability should be the most important measure used to assess the quality of a scale. Furthermore, reliability impacts convergent validity to the correlation between two different measures of the same construct. Meanwhile, the correlation between two measures assesses the same construct is greater than the correlation between the construct and another measurement that assess a different construct is accomplished by the discriminant validity (Malhotra et al. 2012).

The analysis then undertaken for validating the measurement model and fitting the structural model. Validity is assessed to examine the accuracy of a measurement

(Campbell and Fiske 1959). Bagozzi, Yi, and Phillips (1991) suggest that the examination of validity involves convergent and discriminant validity. Convergent validity refers to the degree the measures used reflect the same concepts. Discriminant validity represents the degree of measures used for different concepts. In line with Campbell and Fiske (1959), the measurement model in the current study is assessed relating to validity focuses on discriminant validity and convergent validity. For the discriminant validity assessment, the AVE of each latent construct (ethnocentrism) should be greater than the latent's highest squared correlation with other latent construct (Hair, Ringle, and Sarstedt 2011) or Maximum Shared Squared Variance (MSV) and Average Shared Squared Variance (ASV).

In the context of discriminant validity, the validity in this study concerns to the square root of the AVE and the AVE. The results for savings data revealed that the square root of the AVE for morality, fear, emotions, behavioural, animosity, economic animosity, country features, and serviceability is less than one the absolute value of the correlations with another factor. Furthermore, the AVE for morality, fear, emotions, behavioural, animosity, economic animosity, country features, and serviceability is less than the MSV. On the other hand, the square root of the AVE for prejudice, sensory, feelings, trustworthiness, credibility, further behaviour of savings, and loyalty of savings is greater than one the absolute value of the correlations with another factor. Also, the AVE for prejudice, sensory, feelings, trustworthiness, credibility, further behaviour of savings, and loyalty of savings is greater than MSV. The square root of the AVE and the AVE of prejudice, sensory, feelings, trustworthiness, credibility, further behaviour of savings, and loyalty of savings indicated a sufficient degree of discriminant validity.

In addition, the results for credit card data showed that the square root of the AVE for morality, fear, animosity, economic animosity, country features, and service ability is less than one the absolute value of the correlations with another factor. Moreover, the AVE for morality, fear, animosity, economic animosity, country features, and service ability is less than the MSV. On the other hand, the square root of the AVE for prejudice, sensory, affective, behavioural, trustworthiness, credibility, and intention is greater than one the absolute value of the correlations with another factor. Conversely, the AVE for prejudice, sensory, affective, behavioural,

trustworthiness, credibility, and intention is greater than MSV. The square root of the AVE and the AVE of prejudice, sensory, affective, behavioural, trustworthiness, credibility, and intention indicated a sufficient degree of discriminant validity.

Regarding convergent validity, the results for savings data determined that the AVE for morality, fear, prejudice, sensory, feelings, behavioural, animosity, economic animosity, country features, serviceability, trustworthiness, credibility, and further behaviour is less than 0.50. Equally, the AVE for emotions and loyalty is greater than 0.50. They indicated a sufficient degree of convergent validity. And the data for credit card presented the AVE for all constructs are less than 0.50. Although almost all the AVE for savings and all for credit card were found lower than 0.50, the construct reliability was greater than 0.70. This definitely signalled that average variances extracted are less than the recommended 0.5 level, not supporting the discriminant validity of measurement scales (Fornell and Larcker 1981). Complexity came to the current study due many constructs being used to measure the relationship amongst those given constructs (Malhotra et al. 2012). However, factor loadings and factor reliability were above 0.70, indicating appropriate for convergence between two or more measures of the same construct (convergent validity). Considering Hair, Ringle, and Sarstedt (2011), the non-significant indicators of constructs have been eliminated to further analysis and established with theoretical relevance.

Table 4-14: Results of the Measurement Model for Foreign Bank Savings

Construct	No. of Item	CR	AVE	MSV	ASV
Prejudice	6	0.706	0.378	0.228	0.035
Fear	4	0.717	0.340	0.484	0.121
Morality	5	0.821	0.435	0.484	0.120
Sensory of savings	5	0.781	0.419	0.213	0.072
Feelings of savings		0.787	0.433	0.379	0.070
Emotions of savings	5	0.838	0.564	0.762	0.139
Behavioural of savings	4	0.750	0.438	0.762	0.150
Animosity	5	0.717	0.340	0.484	0.121
Economic animosity	7	0.826	0.409	0.490	0.140
Country features	6	0.794	0.394	0.679	0.124
Serviceability	4	0.773	0.461	0.679	0.154
Trustworthiness	6	0.768	0.367	0.218	0.052
Credibility	4	0.730	0.412	0.218	0.043
Further behaviour of savings	5	0.740	0.370	0.141	0.034
Loyalty of savings	3	0.807	0.583	0.246	0.033
CR = construct reliability; AVE = average variance extracted; MSV = maximum shared variance; ASV = average shared variance					

Table 4-15: Results of the Measurement Model for Foreign Bank Credit Cards

Construct	No. of Item	CR	AVE	MSV	ASV
Prejudice	6	0.702	0.376	0.240	0.045
Fear	4	0.715	0.338	0.504	0.128
Morality	5	0.821	0.435	0.504	0.142
Sensory of credit card	5	0.758	0.397	0.218	0.042
Affective of credit card	5	0.796	0.453	0.141	0.036
Behavioural of credit card	4	0.728	0.402	0.228	0.083
Animosity	5	0.805	0.455	0.458	0.109
Economic animosity	7	0.824	0.407	0.486	0.152
Country features	6	0.793	0.394	0.667	0.144
Serviceability	4	0.777	0.466	0.667	0.162
Trustworthiness	6	0.771	0.370	0.218	0.057
Credibility	4	0.731	0.412	0.216	0.079
Purchase intention of credit card	5	0.723	0.347	0.218	0.087

CR = construct reliability; AVE = average variance extracted; MSV = maximum shared variance; ASV = average shared variance

Table 4-16: Correlation and Discriminant Validity of Constructs for Purchase Intention of Savings Model

Construct	Mean	SD	Credibility	Animosity	Sensory	Country Features	Trust-worthiness	Loyalty	Fear	Emotions	Morality	Feelings	Behavioural	Economic Animosity	Serviceability	Further Behaviour	Prejudice
Credibility	6.906	6.63078	0.642														
Animosity	5.138	9.95237	0.166	0.672													
Sensory	6.418	6.46475	-0.020	0.402	0.648												
Country Features	6.996	8.17376	0.275	0.312	0.028	0.628											
Trustworthiness	6.954	8.72079	0.467	-0.104	0.002	0.249	0.606										
Loyalty	4.302	6.33996	-0.099	0.175	0.228	-0.070	-0.039	0.763									
Fear	5.736	9.30417	-0.056	0.458	0.271	0.123	-0.028	0.496	0.583								
Emotions	6.318	6.79187	0.127	0.124	0.461	0.298	0.173	0.197	0.384	0.751							
Morality	6.106	11.33719	0.057	0.427	0.109	0.364	0.075	0.155	0.696	0.251	0.659						
Feelings	7.445	6.14725	0.032	-0.080	0.366	-0.009	0.240	0.042	0.159	0.616	0.010	0.658					
Behavioural	6.454	5.83702	0.219	0.118	0.423	0.289	0.412	0.109	0.355	0.873	0.305	0.587	0.662				
Economic Animosity	6.641	10.62019	0.071	0.691	0.102	0.700	-0.029	0.195	0.410	0.277	0.477	-0.074	0.183	0.639			
Serviceability	6.772	6.71020	0.355	0.494	0.107	0.824	0.256	0.058	0.340	0.320	0.466	-0.127	0.391	0.627	0.679		
Further Behaviour	6.686	7.53352	0.271	0.172	0.376	-0.066	0.298	0.023	0.053	0.130	0.052	0.091	0.222	-0.060	0.095	0.608	
Prejudice	7.153	7.97879	-0.031	0.130	0.152	-0.026	0.109	0.071	0.288	0.037	0.478	-0.011	0.197	0.154	0.125	0.216	0.615

SD = Standard Deviation

Table 4-17: Correlation and Discriminant Validity of Constructs for Purchase Intention of Credit Card Model

Construct	Mean	SD	Credibility	Animosity	Sensory	Country Features	Trustworthiness	Fear	Morality	Affective	Behavioural	Economic Animosity	Serviceability	Intention	Prejudice
Credibility	6.906	6.63078	0.642												
Animosity	5.138	9.95237	0.171	0.674											
Sensory	6.418	6.62039	-0.198	-0.002	0.630										
Country Features	6.996	8.17376	0.280	0.305	-0.081	0.628									
Trustworthiness	6.954	8.72079	0.465	-0.118	-0.215	0.248	0.608								
Fear	5.736	9.30417	-0.061	0.465	-0.261	0.128	-0.030	0.581							
Morality	6.106	6.79187	0.059	0.425	-0.244	0.361	0.078	0.710	0.659						
Affective	7.519	7.13436	0.359	-0.109	0.128	-0.076	0.078	-0.187	-0.123	0.673					
Behavioural	6.980	6.32484	0.398	-0.143	0.467	0.095	0.198	-0.478	-0.349	0.152	0.634				
Economic Animosity	6.641	10.62019	0.074	0.677	-0.065	0.697	-0.032	0.417	0.475	-0.214	-0.084	0.638			
Serviceability	6.772	6.71020	0.358	0.498	-0.109	0.817	0.244	0.334	0.459	-0.074	0.065	0.622	0.683		
Intention	6.508	7.45740	0.389	-0.120	0.165	0.420	0.467	-0.283	-0.110	0.375	0.286	0.093	0.308	0.589	
Prejudice	7.153	7.97879	-0.030	0.143	-0.059	-0.022	0.098	0.316	0.490	-0.017	-0.285	0.161	0.128	-0.188	0.613

SD = Standard Deviation

4.4.2.3 The Second Order Confirmatory Factor Analysis

The test of second order factor model is carried out to examine the construct validity of one construct consisting of some related factors which is reflected by first order factors within a conceptual model (Chin 1998). The second order CFA is accomplished to measure the scale's validity and reliability, as the constructs hypothesized influence purchase intentions. As originally designed in the hypothesized model, ethnocentrism comprises of three first order factors, namely morality of buying foreign products, prejudice against imports, and fear to buy foreign product concerns economically hurts. Experience comprises of four first order factors, precisely sensory, feelings, emotions, and behavioural. Animosity comprised of two components (general animosity and economic animosity). COO is explained by two first order factors, namely country features and serviceability. Trust comprised of two first order factors as trustworthiness and credibility. Furthermore, the factors were grouped into the constructs and used to investigate construct validation, convergent and discriminant validity. Considering the invalid presented by AVE in first-order confirmatory factor analysis, second order is attempted to achieve on the correlations among the first order factor. Moreover, it is established in the same process with the examination of the validity of first order factor model. The results of the second-order confirmatory factor analysis for savings and credit card respectively are shown in Table 4-18 and 4-19.

Table 4-18: Covariance Matrix of Second-order Confirmatory Factor Analysis for Savings

Construct	CR	AVE	MSV	ASV	Animosity	Sensory	Loyalty	Emotions	Feelings	Behavioural	Further Behaviour	Ethno-centrism	Trust	COO
Animosity	0.757	0.609	0.569	0.138	0.780									
Sensory	0.780	0.419	0.210	0.097	0.293	0.647								
Loyalty	0.807	0.583	0.126	0.033	0.237	0.226	0.763							
Emotions	0.838	0.563	0.764	0.195	0.264	0.458	0.196	0.751						
Feelings	0.786	0.432	0.379	0.108	-0.099	0.371	0.049	0.616	0.657					
Behavioural	0.750	0.438	0.764	0.210	0.194	0.421	0.108	0.874	0.594	0.662				
Further Behaviour	0.713	0.392	0.154	0.041	0.019	0.389	0.021	0.120	0.098	0.179	0.626			
Ethnocentrism	0.777	0.553	0.417	0.118	0.646	0.230	0.355	0.347	0.095	0.387	0.070	0.744		
Trust	0.700	0.500	0.225	0.073	-0.018	-0.012	-0.081	0.215	0.242	0.474	0.393	0.041	0.706	
COO	0.904	0.825	0.569	0.132	0.754	0.082	0.008	0.338	-0.100	0.378	0.002	0.424	0.407	0.908

CR = construct reliability; AVE = average variance extracted; MSV = maximum shared variance; ASV = average shared variance

Table 4-19: Covariance Matrix of Second-order Confirmatory Factor Analysis for Credit Card

Construct	CR	AVE	MSV	ASV	COO	Sensory	Affective	Behavioural	Intention	Ethno-centrism	trust	Animosity
COO	0.898	0.816	0.518	0.156	0.903							
Sensory	0.759	0.398	0.217	0.062	-0.102	0.631						
Affective	0.797	0.500	0.134	0.054	-0.081	0.130	0.674					
Behavioural	0.729	0.403	0.224	0.108	0.089	0.466	0.149	0.635				
Intention	0.723	0.347	0.376	0.120	0.430	0.169	0.366	0.272	0.600			
Ethnocentrism	0.789	0.568	0.285	0.117	0.408	-0.278	-0.162	-0.473	-0.191	0.753		
Trust	0.700	0.500	0.376	0.141	0.444	-0.281	0.357	0.450	0.613	0.039	0.702	
Animosity	0.851	0.747	0.518	0.124	0.720	-0.054	-0.205	-0.096	0.080	0.534	0.050	0.864

CR = construct reliability; AVE = average variance extracted; MSV = maximum shared variance; ASV = average shared variance

The results of validity for savings reveal that AVE for ethnocentrism, emotions, animosity, COO, trust, and loyalty is greater than 0.50 and excluding emotions is greater than the MSV, in a support of convergent validity. Though AVE for sensory, feelings, behavioural, and future behaviour is less than 0.50, CR for all constructs is greater than 0.70, supporting discriminant validity. The findings show that the square root of the AVE for Emotions is less than one the absolute value of the correlations with another factor and the square root of the AVE for Behavioural is less than one the absolute value of the correlations with another factor do not support discriminant validity. Furthermore, the attempt to accomplish second-order confirmatory for credit card leads to the AVE of ethnocentrism, animosity, COO, and trust is greater than 0.5. However, the AVE of sensory, affective, behavioural, and intention is still less than 0.5, particularly the AVE of intention is less than the MSV. Though the AVE is not supporting convergent validity, the CR for all constructs is greater than 0.70. In addition, the square root of the AVE for all constructs excluding intention is greater than one the absolute value of the correlations with another factor, in a support of discriminant validity. It may be considered then, even though every factor within the model has at least three indicators; however a greater number of items for some factors cause difficulty to achieve convergent and discriminant validity (Bagozzi and Yi 2011). It raised problems when the items of some constructs were added to an existing scale. For example, past experience has too many items after the development of the scale was adjusted for banking case involves for Savings with 30 items and Credit Card with 33 items. Furthermore, the more items per factor were employed in the theoretical model brought to consider increasing the sample size to test the model (Bagozzi and Yi 2011).

4.5 The Measurement Model Fit Indices

In order to assess convergent and discriminant validity for measurement models, the structure model and research hypotheses, CFA analysis and SEM conducted. As noted, the current study develops a structural model that represents the theory with a set of structural equations that is used to test the hypothesized theoretical model (Hair Jr., Bush, and Ortinau 2006). SEM fit signalled there is no single correct model given the

sample data (Schumacker and Lomax 2004). As Schumacker and Lomax (2004) suggested, the model fit has numerous criteria which are represented as follows.

Table 4-20: Model Fit Indices

Model Fit Indices	Acceptable Level
Chi-square value (χ^2)	-
Degree of freedom (df)	-
χ^2/df	-
Goodness-of-fit (GFI)	0 (no fit) to 1 (perfect fit)
Adjusted GFI (AGFI)	0 (no fit) to 1 (perfect fit)
Root-mean-square residual (RMSEA)	< 0.05
Normed fit index (NFI)	0 (no fit) to 1 (perfect fit)
Comparative fit index (CFI)	0 (no fit) to 1 (perfect fit)
Tucker-Lewis index (TLI)	0 (no fit) to 1 (perfect fit)

The structural model has model fit indices that are less than satisfactory (RMSEA is less than 0.050), the current study examines the covariance between two variables and modification indexes (MI). The technique is adopted from Schumacker and Lomax (2004) by examining the standardized residual matrix and selected the highest MI. MI values equal to zero. Thus, estimating the standardised residual covariance matrix and MI, the model is tested regarding the corresponding error terms between the constructs specifically ethnocentrism and experience, experience and animosity, and ethnocentrism and animosity. Concerning MI, the covariance within the purchase intention for savings represents the corresponding error terms related each other with the literature support justifiable reasoning. The model is revised and fitted to the data to yield reasonable results.

Table 4-21: Purchase Intentions Model for Foreign Bank Savings

Model	Measures of Absolute Fit				Incremental Fit Measures					
	χ^2	df	χ^2/df	p	GFI	AGFI	NFI	CFI	TLI	RMSEA
Model 1	20.924	14	1.495	0.104	0.978	0.928	0.948	0.981	0.951	0.050

Table 4-22: Purchase Intentions Model for Foreign Bank Credit Cards

Model	Measures of Absolute Fit				Incremental Fit Measures					
	χ^2	df	χ^2/df	p	GFI	AGFI	NFI	CFI	TLI	RMSEA
Model 1	33.675	23	1.464	0.070	0.971	0.917	0.934	0.976	0.944	0.048

Table 4-21 reports the final test and retest of the models. The formulated models were expected to achieve a high level of fit. Accordingly, the modification indexes are

considered to determine model that provide a better fit to data. Hence, the findings show results of a CFA for foreign bank savings that the measurement model provided a good fit to the data as set out: $\chi^2 = 20.924$, $df = 14$, $p = 0.104$, $RMSEA = 0.050$, $GFI = 0.978$, $CFI = 0.981$. The results of a CFA for foreign bank credit cards indicated that the measurement model presented a fair fit to the data as set out: $\chi^2 = 33.675$, $df = 23$, $p = 0.070$, $RMSEA = 0.048$, $GFI = 0.971$, $CFI = 0.976$. Regarding the statistical model, the fit indices for the hypothesized structural model are acceptable. The value of GFI indexes range from zero to 1.00 (0.978 for savings; 0.953 for credit card presents that the hypothesized model fits the sample data completely well. The value of CFI within a range zero to 1.00 (0.981 for savings and 0.932 for credit card) represents a well-fitting model. Furthermore, the RMSEA values estimated in point less than or equal 0.05 (0.050 for savings and 0.048 for credit card) are considered acceptable and indicate a good model fit. The path weighting for the “savings” and “credit card” models are seen in Figure 4-5 and 4-6 respectively. These parameters and relevant statistics indicate whether each hypothesis is supported/not supported and these are now discussed.

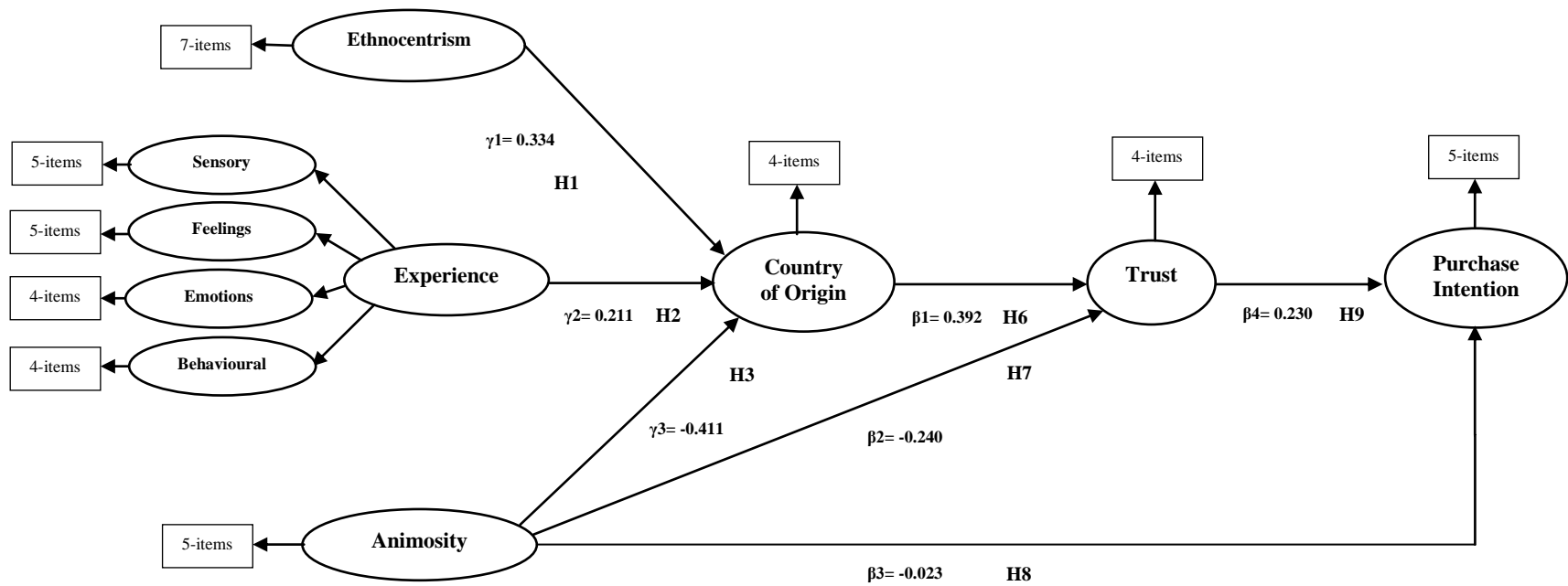


Figure 4-5: Model Analysis of Purchase Intention for Savings

Note: Moderating effects of Social Class Consciousness (H4) and Self-consciousness (H5) are tested using a moderator regression method and discussed on page 138.

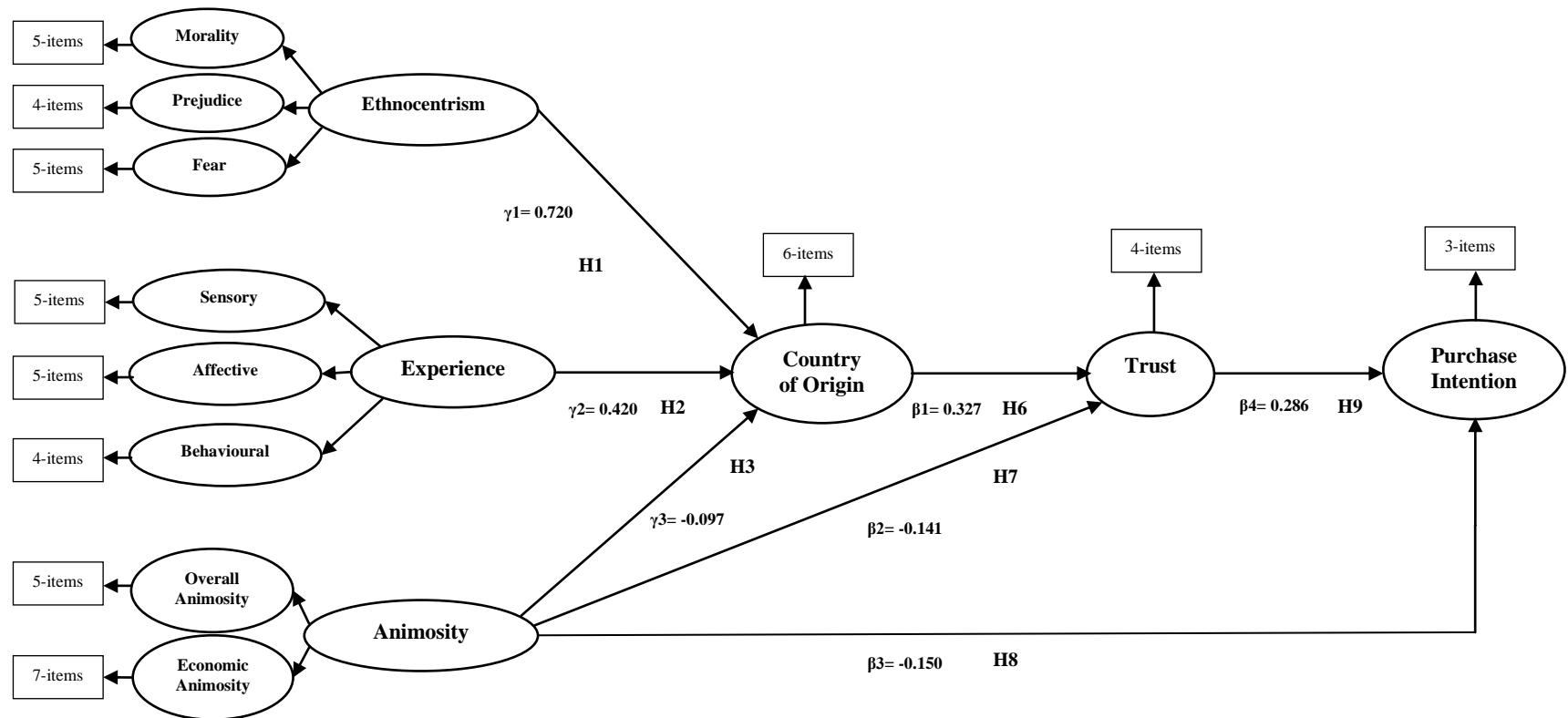


Figure 4-6: Model Analysis of Purchase Intentions for Credit Card

Note: Moderating effects of Social Class Consciousness (H4) and Self-consciousness (H5) are tested using a moderator regression method and discussed on page 138.

Table 4-23: Inter-correlation of Constructs for Savings

Construct	ethnocentrism	Animosity	COO	Trust	Behavioural	Emotions	Intention	Feelings	Sensory
ethnocentrism	1.000								
Animosity	.363	1.000							
COO	.222	.265	1.000						
Trust	.014	.078	.248	1.000					
Behavioural	.221	.072	.270	.200	1.000				
Emotions	.136	.112	.202	.107	.692	1.000			
Intention	.078	.130	.010	.205	.194	.114	1.000		
Feelings	-.004	-.054	-.059	.039	.487	.485	.072	1.000	
Sensory	.177	.339	.021	-.007	.349	.384	.275	.302	1.000

Table 4-24: Inter-correlation of Constructs for Credit Card

Construct	COO	Trust	Intention	Economic Animosity	Fear	Behavioural	Prejudice	Overall Animosity	Morality	Affective	Sensory
COO	1.000										
Trust	.284	1.000									
Intention	.303	.363	1.000								
Economic Animosity	.581	.025	.068	1.000							
Fear	.112	-.001	-.210	.317	1.000						
Behavioural	.064	.226	.197	-.065	-.325	1.000					
Prejudice	-.013	.013	-.129	.109	.198	-.176	1.000				
Overall Animosity	.217	-.079	-.103	.512	.384	-.128	.065	1.000			
Morality	.308	.112	-.092	.418	.537	-.271	.333	.344	1.000		
Affective	-.067	.083	.269	-.173	-.132	.117	.005	-.097	-.048	1.000	
Sensory	-.034	-.101	.125	-.021	-.224	.371	-.019	-.018	-.206	.147	1.000

4.6 Hypotheses Testing Results

4.6.1 Hypotheses Testing Results for Savings

To test the hypotheses, AMOS was conducted separately for each model, specifically model of purchase intentions for savings account and credit card. The assessment of the hypotheses was employed with regression weights with maximum likelihood estimates. The relationships underlying a set of variables were formulated within hypotheses. Hence,

H1: Ethnocentrism positively affects COO.

H2: Experience of consuming foreign product positively affects COO.

H3: Animosity negatively affects COO.

H6: COO positively affects trust in the bank.

H7: Animosity negatively affects trust in the bank.

H8: Animosity negatively effects purchase intention.

H9: Trust in the bank positively effects purchase intention.

The results of the hypotheses testing analyses are shown in Table 4-25 and Table 4-26 below.

Table 4-25: Structural Model Results of Purchase Intention of Savings

Hypothesis	Relationship	Standardized coefficient	Critical ratio	Probability	Support of Hypothesis
H1:	Ethnocentrism → COO	0.334	2.657	0.008	Supported
H2:	Experience → COO	0.211	2.290	0.022	Supported
H3:	Animosity → COO	-0.411	-1.507	0.132	Not supported
H6:	COO → Trust	0.392	3.031	0.002	Supported
H7:	Animosity → Trust	-0.240	-1.193	0.233	Not supported
H8:	Animosity → Intention	-0.023	-0.176	0.860	Not supported
H9:	Trust → Intention	0.230	2.689	0.007	Supported

Note: H4 and H5 are tested using a moderator regression method and discussed on page 138.

Table 4-25 shows that critical ratio for the parameters: ethnocentrism and COO and animosity and intention were less than 1.96, thus the factor loadings were not significantly different from zero. In contrast, the critical ratio for the parameters: experience and COO, COO and animosity, COO and trust, animosity and trust, and trust and intention were greater than 1.96, thus the factor loadings were significantly different from zero.

4.6.2 Hypotheses Testing Results for Credit Card

Table 4-26: Structural Model Results of Purchase Intention of Credit Card

Hypothesis	Relationship	Standardized coefficient	Critical ratio	Probability	Support of Hypothesis
H1:	Ethnocentrism → COO	0.720	1.951	0.051	Not supported
H2:	Experience → COO	0.420	2.024	0.043	Supported
H3:	Animosity → COO	-0.097	-0.351	0.726	Not supported
H6:	COO → Trust	0.327	4.518	***	Supported
H7:	Animosity → Trust	-0.141	-1.540	0.124	Not supported
H8:	Animosity → Intention	-0.150	-1.603	0.109	Not supported
H9:	Trust → Intention	0.286	4.317	***	Supported

Note: H4 and H5 are tested using a moderator regression method and discussed on page 138.

***p < 0.001.

According to Table 4-26, the results revealed that critical ratio for the parameters: Ethnocentrism and COO, experience and COO, and animosity and intention were less than 1.96, thus the factor loadings were not significantly different from zero. Conversely, the critical ratio for the parameters COO and animosity, COO and trust, animosity and trust, trust and intention were greater than 1.96, thus the factor loadings were significantly different from zero.

4.7 Discussion

This study attempted to advance the understanding of purchase intentions regarding constituent factors as ethnocentrism, experience, animosity, COO, and trust. Purchase intentions refers to intention to purchase a product as a consequence of expectations fulfilment by service performance (Shao, Baker, and Wagner 2004), consumer choice across the alternatives of products (Mathur 1999), frequency of purchase in the future based on past purchase (Kalwani and Silk 1982; Warshaw 1980), and willingness to keep purchasing the same brand (Kumar, Lee, and Kim 2009). The findings appear consistent and inconsistent with previous work showing the relationships between two constructs are presented below.

Hypothesis H1: ethnocentrism positively affects COO.

In terms of the hypothesis testing results for savings, ethnocentrism has significant impact in determining COO supporting H1. The findings are consistent with Wong, Polonsky, and Garma (2008); Chrysochoidis, Krystallis, and Perreas (2007) evidence the relationship between consumer ethnocentrism and COO, yet the interaction effect between ethnocentrism and country of parts for one of the two products, generally ethnocentrism has limited impact on COO. Consistent with the conceptual definition, consumer ethnocentrism represents belief regarding morality and patriotism, therefore consumers' preferences have tendency to purchase domestic over foreign products (Shimp and Sharma 1987; Chrysochoidis, Krystallis, and Perreas 2007). As previous studies prove the relationship between consumer ethnocentrism with COO (Chrysochoidis, Krystallis, and Perreas 2007; Wong, Polonsky, and Garma 2008), the current study also evidence the relationship between ethnocentrism and COO as predicted in the hypotheses. Chrysochoidis, Krystallis, and Perreas (2007) recognize that the level of consumer ethnocentrism has a role on the development of COO effect. In ethnocentric consumers, COO leads to an evaluation of product related to a country specific (domestic versus foreign products) or product specific (foreign versus foreign products). Otherwise, in the non-ethnocentric consumers, COO effect is stimulated in the level of product attributes and does not strengthen the link between ethnocentrism and COO effect. Another study by Wong, Polonsky, and Garma (2008) proves a significant effect between ethnocentrism and one of COO sub-components, namely country of parts as the high

level of ethnocentrism may influence the COO effects, in turn COO affect consumers' product evaluation.

On the other hand, the results for credit card present that ethnocentrism has no positive impact on COO, in support of H1. While previous studies proved the relationship between consumer ethnocentrism with COO (Chrysochoidis, Krystallis, and Perreas 2007; Wong, Polonsky, and Garma 2008), the current study did not evidence the relationship between ethnocentrism and COO as the morality of buying foreign products, the prejudice against imports, and the fear to buy foreign product concerns economically hurts would not do overcome customer's perception toward the source country of foreign products. Therefore, there are some possible effects underlying COO evaluations. Customers are likely to respond to domestic or foreign products or purchase foreign made products with attention toward COO considering several factors as quality of products from a given country (Hong and Wyer Jr. 1989) or psychological processes underlying the evaluations including cultural variations of individualism or collectivism according to Gürhan - Canli and Maheswaran (2000), cultural identity (Briley and Wyer 2002), country stereotypes according to Liu, Johnson, and Johnson (2005); and emotions or feelings toward a country (Pharr 2005). In addition, Bilkey and Nes (1982) identified other factors underlying a COO cue such as a well-known brand name, a product guarantee, or a prestigious retailer.

Hypothesis H2: past experience of consuming foreign product positively affects COO.

The findings for both savings and credit card reveal that experience is associated with COO supporting H2. The findings support previous research by Maheswaran (1994). Consumer has preferences to domestic and foreign products as they perceive the source of product regarding feelings of ethnocentrism, COO, and animosity (Parker, Haytko, and Hermans 2011). Parker, Haytko, and Hermans (2011) has shown significant relationships between ethnocentrism, consumers' willingness to buy, and animosity toward foreign-made products. Consumers with low level of ethnocentrism tend to have higher willingness to buy for foreign-made product of which it is perceived to have higher quality. Furthermore, it is suggested to consider consumer experience to determine consumers' attitude toward COO dimensions (Wong, Polonsky, and Garma 2008). Therefore, the current study attempts to assess

the role of past experience to COO effects. The current study does not consider the influence of COO on product evaluation as prior works developed (Chao 1993; Johansson, Douglas, and Nonaka 1985). It is expected in the current study that consumers with good experience in using products of foreign banks increase the view of source country and the COO effects on their consumption behaviour. While past experience of consuming foreign bank's product increase the perception about country features and banking serviceability of a particular bank from a given country, such prior studies determine the effect of COO on product evaluation regarding consumer's experience (Bilkey and Nes 1982; Chao 1993; Johansson, Douglas, and Nonaka 1985). In addition, other study investigates the effect of product knowledge on COO (Phau and Suntornnond 2006). It is to consider investigating the effect of COO on brand experience, product evaluation and product knowledge.

According to Bilkey and Nes (1982), experience will convince customers to have preference for foreign products due customers have perceived quality based on source country attributes. In other words, attitudes toward products from a certain country vary by product. However, experience occurs when customers not only directly consume the products and interacts with service providers and indirectly get experience as from advertising and marketing communications, but also do interaction with the service providers. Therefore, their sensations, specific feelings, cognitions, and behavioural responses as a consequence including product from a given country will develop experience (Brakus, Schmitt, and Zarantonello 2009). The current study provides fairly consistent results for savings and credit card to reveal that COO is positively affected by experience.

Hypothesis H3: animosity negatively affects COO.

The results for savings and credit card also indicate that animosity did not negatively affect COO, in support of H3. Yet the theoretical literature asserts that animosity provide a negative impact on COO (Hong and Kang 2006). Hong and Kang (2006) evidence the negative impact of animosity feelings toward the disliked country on consumers' preferences to the products from that country. When a particular product is manufactured in the country, consumer identifies COO to provide information about product and do evaluations with no other considerations as of the industriousness or brutality. While other product information and evaluations of a

product are enhanced with the reputation of its COO, animosity from its military, political, or economic events toward a product's COO may lead consumers to avoid purchasing that certain country's products. However, the findings in the current study cannot demonstrate that the negative feeling may force notions about COO evaluations in opposite directions.

Hypothesis H6: COO positively affects trust in the bank.

The findings for savings and credit card also indicate that COO affects trust supporting H6. Trust can be increased a good evaluation of source of country. In other words, the bank's COO reputation increases consumer trust. Notably, the prior works which explain the effect of COO on trust are quite rare. Thus, the current study emphasize research to identify factors which influenced trust by empirical supports for the effects of COO on trust and the negative effect of COO on trust. Our results apply evidence of Rosenbloom and Haefner (2009) study of the relationship of COO and consumer trust. Consumers' product choices may be influenced by COO considering consumers' product evaluation, as consumers prefer and willing to pay higher for domestic products over foreign products to avoid products from disliked country (Cui, Wajda, and Hu 2012). Their COO studies suggest that COO influences consumers' product choices because it modifies consumers' product evaluations, also for foreign products. Product from a certain country provides a signal of quality and reputation of firms associated to a COO have implications for trust building. The foreign products are associated with the perceived reliability of a firm from a certain source of country offers a safeguard of promises (Jiménez Torres and San Martín Gutiérrez 2007).

Hypothesis H7: animosity negatively affects trust in the bank.

Moreover, the findings for savings and credit card demonstrate that animosity do not negatively affect consumer trust, in a support of H7. The result is inconsistent with the view held by Jiménez Torres and San Martín Gutiérrez (2007) that consumer animosity negatively influences consumer trust. The products may be rejected due to their association with negative feelings to a country source of product and the more negative emotions or feelings will reduce trust to those products. However, the findings of this current study support the analysis by Amine, Chao, and Arnold (2005) that consumers avoid purchasing products forced by historical background in

military, political, or economic events, and not solely because of product quality association. Furthermore, the relationship between animosity feelings on consumer attitude may be affected by geographic region, demographic variables, market integration factors, and environmental factors. Therefore, animosity may not influence trust directly or trust is developed by other factors in this case.

Hypothesis H8: animosity negatively effects purchase intention.

Further results for savings and credit card reveal that animosity did not negatively influence purchase intention (H8). This study finding is inconsistent with the empirical studies by Klein, Ettenson, and Morris (1998), Parker, Haytko, and Hermans (2011), and Cui, Wajda, and Hu (2012). As Klein, Ettenson, and Morris (1998) determine the influence of harmful feeling related to a given foreign country toward military, political or economic events on consumers' buying behaviour. Consumers with strong animosity feelings and have negative views against a foreign nation avoid purchasing certain foreign products even it provides higher quality or better price (Klein, Ettenson, and Morris 1998; Parker, Haytko, and Hermans 2011; Nakos and Hajidimitriou 2007). In addition, a study by Cui, Wajda, and Hu (2012) recognizes the effect of animosity on consumers' preferences to foreign products. Cui, Wajda, and Hu (2012) point out that animosity obtains an antipathy sentiment may force boycotting of products from a given country to avoid economy hurt, therefore the level of animosity may decrease willingness to buy foreign products, even in the situation of animosity level is low. Furthermore, Cui, Wajda, and Hu (2012) examine factors which would influence consumers' decision making such as COO and price, as well animosity feelings level. In high and low animosity situations, animosity has an impact on willingness to buy. Consumers are willing to purchase products from a low animosity country over the high animosity country. The effect of animosity on willingness to buy is greater when animosity towards a COO is high. However, the findings in this current study did not support the study by Cui, Wajda, and Hu (2012) that willingness to buy is negatively affected by animosity, towards COO as well. Otherwise, the findings of this current study indicate that animosity does not negatively affect purchase intention as prior works by Nakos and Hajidimitriou (2007). This result may be due to the loyalty and further behaviour of foreign bank customers was not weakened by animosity, but they are strengthened by trust (as supported by the current study), product attributes

(Babakus, Eroglu, and Yavas 2004); and service quality (Cronin Jr. and Taylor 1992; Jamal and Naser 2002; Karatepe, Yavas, and Babakus 2005).

Hypothesis H9: trust in the bank positively effects purchase intention.

Further results show that trust exerts a positive influence on purchase intention supporting H9. The results confirm the view that consumer trust affects purchase intention. Trust is developed by an interaction between a consumer and a product as a long-term relationship, and it can predict the future intentions. Consumer is more encouraged to look for a trustworthy brand in their purchasing decision to avoid the essential risk of a particular product (Delgado-Ballester and Munuera-Alemán 2001). Moreover, Chaudhuri and Holbrook (2001) find the effect of brand trust to brand loyalty of which the repeatedly purchase by loyal customer will develop purchase intentions. Therefore, trust is a process to consider continues relationship based on reliability, safety, honesty, and ability of a party/product/firm.

Indeed, there are many banks operate in Indonesia, specifically 4 states owned banks (3 per cent), 34 private domestic foreign exchange banks (30 per cent), 32 private domestic non foreign exchange banks (25 per cent), 25 regional development banks (25 per cent), 16 joint venture banks (12 per cent), 10 foreign banks (8 per cent), and 3 Islamic commercial banks (Bank Indonesia 2012b). These offer a variety of bank products with particular benefits as savings account, deposit account, loans, credit and debit card, insurance, or investment products. While bank offers huge varieties of product, many customers are not aware of the benefits. Hence, some basic key information includes surrounding the influential factors of purchase decision are shown in the current study as factors to develop as COO and trust of the foreign banks. Information cue from COO evidenced increase consumer's confidence about benefit, pleasure and status of a given product, then affluently compare one product and service from others. The experience in Indonesia shows many banks aggressively develop marketing communications to affect consumers; afterwards they have the tendency for consumers to choose the product and keep using the product. Thereby, for instance due in part to enhance loyalty, foreign banks offer products and services adjusted with local culture, marketing communications, etc. Experience of using products, COO, and trust were found as determinants of purchase behaviour which are of importance to build within an Indonesian market.

It is interesting to find attitude and behaviour toward savings and credit card into a separate model. As Livingstone and Lunt (1993) recognized that psychological motivations between behaviour of savings and borrowing including purchase on credit are different (Furnham 1999). Furthermore, Furnham (1999) identified that while people who had savings have debts, they would be more optimistic and discipline in organizing their life than people who had debts but no savings. The behaviours of savings is in regards with optimistic feeling, otherwise behaviours in debt considers to moral issues. In addition, Sonuga-Barket and Webley in 1993 noticed that savings relates to adaptive response or actions to foresee in terms of income constraint problem and considers the value of the future choices (Furnham 1999). For example, the study by Furnham (1999) on attitudes of young people in England showed that they decided to open savings account due these reasons, specifically due to keep their money safe, to earn interest on their money, parents opened one for them, parents advised me to open one, because they can get discounts at certain shops, to have a credit card, because friends had one, because they got a job that required them to have one, to have a cheque book, advice from school teacher to open one, because of special offers made by banks, and because I saw it advertised. Similarly, the study by Nielsen Indonesia presented that people in Indonesia use savings account by reason of to keep their money safe. They choose a certain bank consider to bank's commitment of safety, accessibility including location and availability of branches and ATM, and excellent services (Intana 2012).

Several studies on credit cards have been developed to examining of the users' characteristics (Garcia 1980). Kaynak, Kucukemiroglu, and Ozmen (1995) identified cardholder's characteristics described credit cards usage and acceptance including the specific attributes associate with credit cards are explained as availability of emergency funds, convenience during travel, cashless in shopping, security in carrying cash, and convenience than writing checks. Due to the credit cardholder base, banks develop customer segmentation, effort to increase cardholder loyalty to the bank, and lead attitudinal and behavioural orientation of credit cards as a preferred payment method within a certain country. Another example, Bernthal, Crockett, and Rose (2005) examined the consumers' credit card practices in lifestyle and through the lifestyles they build and signal would recognize cultural and economic capital. Credit card provides ability to achieve consumption especially to

attain customer's lifestyle. Thus, credit card associates with different lifestyle objectives, tendency of customer's images and meaning to be valued, and consumer experiences (Bernthal, Crockett, and Rose 2005). As in Indonesia, foreign banks do aggressive marketing effort to influence customer's choice or increase their credit cards spending requires an understanding of spending habit, behaviour and lifestyle. For example, young executives in Indonesia tend to get BCA credit cards as payment method. Furthermore, the attitudes and behaviours towards credit cards usage and intensity are possibly established by specific set of associates as incentives to customers (Saigal 2013).

Experience to COO

The experiences of savings customers have been provided by foreign banks led to sensory, feelings and emotions, and behavioural, thus they have subjective responses to COO evaluations. Specifically, foreign banks have established valuable employees' knowledge and clear information about product, services and promotions program in appealing to customers' senses. Moreover, the foreign banks have developed commitment to keep time dedicated to each customer, confidentiality of information transaction, and easiness of handling customer's banking needs, have willingly responded to customer's requests, and have provided personal attention to customers, thus developed their positive feelings and sentiments. For example, even though foreign bank's ATM and branch availability are lower than the domestic bank, professional appearance, branch atmosphere and physical facilities did appeal to customer's senses, customers still had sensory experiences. Furthermore, the findings in this current study show that affective dimension was divided into feelings and emotions. The foreign banks have developed a strong emotional bond between customers and the products, thus customers feel strong emotions for having the savings account in foreign banks, the use of that bank savings account allow them to achieve more comfort in their life, and experience an emotional loss if they had to stop being a that certain foreign bank's savings account customer. In addition, foreign banks have presented a behavioural impact by making customer think that the foreign banks services are action oriented and think that they have engaged in physical actions and behaviours when they did transactions. This causes customers to think when they encountered the product.

The findings indicate that experiences of customers did not include all intellectual aspects of cognition. The consideration is customers did not have adequate knowledge to associate their evaluation of products and services with the source of the certain foreign bank; moreover some marketing communications did not explicitly enrich consumer's knowledge through products from a specific country. This suggests that in line with branchless banking trend, there may be customers that do not come to the banks frequently and directly deal with employees in the bank. Many customers today avoid long queues in the bank or lead for time and cost saving by doing online banking. In addition, they tend to do payment with card, debit card or credit card as common more effective transactions as "anytime anywhere" advantage.

As well, the experience of using credit cards has been offered by foreign banks as sensory, affective and behavioural experiences. The foreign banks credit cards have interesting design and a strong visual sense, claims as a worldwide acceptance product, and has a product choice that fit with customer's preferences, thus developing the sensory experiences. Furthermore, the affective experiences were captured as foreign banks have provided transactions convenience, features matching customer's expectations, guarantees all transactions and accurate records that all transactions have taken place, and the use of credit cards allows customers to achieve more comfort in their life. Likewise, customers think the foreign bank was action oriented, give them bodily experiences and interest to get another experience thus establishing the behavioural experiences outcome. Unlike customer's feeling on savings, experience of credit card is not satisfactory to develop emotionally relationship. However, the customer did not get intellectual experiences of using the credit cards as well as from savings.

In the Indonesian banking context, customers have tendency to be disloyal and can be reliant on more than one savings account and credit cards. The data reveals that 55 per cent Indonesians have savings account in one bank, 34 per cent have savings account in two banks, 10 per cent have savings account in three banks, and 1 per cent have savings account in more than 3 banks. Likewise, 78 per cent customers have 1 credit card, 17 per cent use two credit cards, and 5 per cent use more than 3 credit cards (Kartajaya et al. 2012). Thereby, in facing the competition within the

Indonesian banking sector, banks must not only understand what customers want and expect, but also identify the important factor for customers in selecting a particular bank. For example, some banks established desired offerings for savings customers as feeling of ease and convenience when they deposit their money or conduct routine transactions. Moreover, the banking facilities including services at the branch offices, ATM, e-banking, and interest rate and fees and networks to enhance the level of customer satisfaction are important to present. For credit cards, interest rates and discount becomes reasons for customers in opening a new credit card and then supported by facilities and price offerings to encourage customers increase their transactions (Kartajaya et al. 2012). One of the foreign banks in Indonesia, Citibank, attempted to provide credit cards respecting customer's interest such as Citibank travel cards, Citibank shopping cards, and Citibank lifestyle cards. The credit cards not only understands customers' needs but also their lifestyle (Citibank Indonesia 2013). Citibank presented offers to card holders while customers do shopping, travelling, treating beauty and health, or organizing their bill easily. Even though, the similar marketing programs have been established by other banks to maintain a competitive edge, Citibank had the highest score in the Indonesia net promoter and emotional value 2012. Hence, the evaluation of product's experience supported customer's perception about home country of the banks.

COO to Trust

The current study evidenced COO and trust as significant purchase factors. With regard to Indonesian banking context, the findings demonstrate that COO has meaningful role in consumer bank choice behaviour. Several factors determining COO effect of foreign bank's source country are ethnocentrism, experience, and animosity. Though ethnocentrism and animosity would have been expected a priori to increase COO, both did not affect customer's response to COO. The findings showed COO was merely determined by experience of using savings of a certain foreign bank, thus customers may respond that foreign banks in Indonesia come from countries with a high level of status, reliability in banking products and services, consistency of quality banking products and services overtime, and high quality in services. In line with evidence of the influence of COO on consumer trust, customers' confidence and belief may be forced by their feeling towards the country as source of bank. For example, the U.S. government shutdown in October 2013 may

influence local financial system stability during the shutdown. Therefore, consumer trust is decrease if banks cannot anticipate the problematic issues brings anxiety feelings about their safe funds or effect on interest. Despite the evidence that intellectual cognition did not reinforce experience, in the following enhance customer's familiarity to products, COO can be used as informational basis for judgment and then, develop trust. Customers believe that foreign banks are concerned about their needs and decision making, and would keep customer's best interests in mind, thus giving banks credibility.

Similar to the findings for savings, the findings for credit card showed that COO was merely determined by experience of using the credit card, thereby customers evaluate foreign banks in Indonesia come from prestigious countries which have a high level in the use of technology and engineering advances, level of status, product and services offering good value for money, high standard of living, and high quality in services. Customers think the foreign bank was trustworthy and they relied on the foreign banks as it kept promises to the customers, genuinely concerned to the transactions are safe, and concerned to customer's needs. In addition, Citibank and HSBC have been one of global brands which stand for in the consumer's mind, thus benefit the brands to achieve economies of scale and a worldwide identity and benefit to customers to strengthen their confidence considering perceived quality, greater prestige, higher status, and greater esteem than domestic brands. Particularly bank products consisting high perceived risk and uncertainty, thus a brand may associate with trusted country and trust would decrease the risk and uncertainty in purchasing product (Rosenbloom and Haefner 2009).

Han and Terpstra (1988) pointed out that COO provides a stereotype of the source country of which associated with the products. Thereby, the image of foreign banks in Indonesia not only yielded by customer's experience, but also impacted by COO effects. Citibank and HSBC can be associated in the minds of consumers about the image of the U.S. and China; thereby customers would concern positive or negative issues about the U.S. and China, relationship between those source countries with Indonesia, or their international relations. The survey on attitude towards the U.S. (*America's Global Image Remains More Positive Than China's - but Many See China Becoming World's Leading Power* 2013) revealed that about 61 per cent

Indonesian had a favourable opinion of the U.S.; 46 per cent thought of the U.S. as a partner to Indonesia; 52 per cent believed that the U.S. acts in its own self-interest in global affairs and does not listen to other countries particularly in making foreign policy decisions, and 81 per cent did not support if the U.S. conducts drone against extremist leaders and organizations. However, the relations between Indonesia and the U.S. represented in a respectable partnership in such area, as Regional and Global Cooperation, Economy, Trade and Investment, Education, Development, Climate, Environment and Energy, Defence and Security, and Rule of Law and Law Enforcement ("United States-Indonesia Relations" 2012). Furthermore, Foreign Minister of the U.S. highlighted that Indonesia has proved to be a significant trading partner of the U.S. (Heru 2013). The export and import of goods between Indonesia and the U.S. have increased in 2011 and while Indonesia was supported on infrastructure project and development, Foreign Direct Investment (FDI) in Indonesia have been the third largest contributor for the U.S. ("United States-Indonesia Relations" 2012). Yet this study did not evidence the impact of animosity on COO, trust and purchase intention of Citibank. Perhaps over time this FDI and increased the U.S. – Indonesia relationship will flow into the banking sector.

The U.S. is a developed country which has been perceived the country's technological leadership in the world and its development of finance, insurance, real estate, rental, leasing, health care, social assistance, professional, business and educational services account for more than 40 percent of GDP (Wright 2007; "United States Gdp Growth Rate" 2014). The U.S. has large cities which drive the U.S. and global economic growth (Manyika et al. 2012). Indeed, The U.S. is the largest shareholder of the World Bank by providing contributions to World Bank Group trust funds between fiscal years 2008 to 2013; thereby the U.S. has a power in addressing priorities of international development ("United States Overview" 2013). Also, the U.S.'s economic strength has established its global power for example promotion of its free-market values in the international economy and has supported its military power (Morgan 2011). Furthermore, yet the U.S. did not lead the Human Development Index (HDI) ranking in 2011, the HDI was still high than other countries with 0.910 Human Development Index (HDI), 78.5 of Life expectancy at birth, 12.4 of mean years of schooling, 16.0 of expected years of schooling, 43,017 of Gross National Income (GNI) per capita, 6 of GNI per capita rank minus HDI, and

0.931 of Non-income HDI. In addition, the U.S. advances highly attractive manufacturing industry and the strength of workforces. Thereby, the manufacturing sector would account for its GDP, employment and trade, economy grows wealthier to achieve the sustained and strong economic growth. As Indonesian customers become more aware of the U.S. achievements this will add to their cognition of the U.S. banks, making them even more attractive propositions.

Despite headquartered in London, HSBC is familiar to be associated with China as the current study confirmed to customers. Though Indonesia has been established official diplomatic relations with China since 1950, the relations began to enter a re-engagement and consolidation in 1998 and demonstrate in an improvement and a closer cooperation after the May 1998 riots and the 2004 tsunami disaster in Indonesia. China's changing policy toward Southeast Asia has contributed to the changing perceptions of China in Indonesia (Sukma 1994). Furthermore, Sukma (1994) highlighted that most Indonesians no longer perceive China as a threat to national security and an ideologically threatening state; even China was a partner that could help Indonesia's economic recovery. The positive relations with China lead the views and concern to regional and global problem. Yet the perceptions of Indonesian Chinese does not reflect in their nationalism and attitudes towards fair and honest businesses (Sukma 1994). Though animosity in the current study did not impact COO, trust and purchase intention to HSBC, COO showed a significant effect on trust and purchase intention.

China as having the second largest economy plays an important role in the global economy changes. China as the world's largest exporter and manufacturer has achieved GDP growth averaging about 10 percent a year and succeed to decrease the poverty (Atsmon et al. 2012). In addition, its rapid economy and social developments remains an increasing of the living standards in China. For example, some people become value consciousness and have willingness to pay premium prices for good quality including offering health and food items which in turn, enhances the Chinese consumer expenditures. The purchase behaviour of wealthier people with high spending power not only influence domestic market growth, but also other country such as North America, Europe and East Asia and in a long term will contribute 29 per cent of global GDP growth over 2007 – 2025 (Manyika et al. 2012). Their rising

needs and changing lifestyles yielded higher spending in a wide variety of categories. Also, the spending power of consumers let them increase the purchase quantity or to trade up the products. This is happening in China. Other advancements of China are represented by higher educational standards, the increasing number of skilled workers, and the rapidity of technology and innovations support the encouragement of physical, human, and financial capital. With the vision of 2030 to build a modern, harmonious, and creative society, China organizes five common features including maintaining open trade and investment policies, sustaining macroeconomic stability, taking benefit from high savings and investment rates; considering allowing markets allocate resources; and growing with supports by committed and credible governments. Moreover, some Chinese multinational companies are established to take part within global trade and consider to a host country's development (Development Research Center of the State Council and The World Bank 2013). Hence, the advancement of China has helped create customer's trust on sustainability of Chinese bank in Indonesia.

Trust to Purchase Intention

This study provides further insights into the impact of trust on purchase intention. While customers face uncertainty and cannot calculate risk, they would rely on trust in the purchase decision. The findings show the effect of trust to increase purchase intention for savings account. Bank customers' engage in high-risk purchases, thus customers perceive foreign banks as trustworthy and credible place to assure their banking needs. In regards with risks related to banking, the issue due to negative publications about bank business activities or negative perceptions against banks is one of the risks that must be supervised (Bank Indonesia 2013). Moreover, Consumer's confidence towards foreign banks due the trustworthiness and credibility encourage customers to increase their transactions and savings in a certain bank (share of wallet). Trust is developed by accuracy in organizing transactions as banks save customers' funds in the form of savings account or deposits and providing other products and services which benefit customers. Hence, customers tend to do advocacy and referral for the certain foreign bank, particularly within customer's group or community. Though the feelings of allegiance to Indonesia have been encouraged by Indonesian government's program though the evaluation of that seems has not been broadly published. This includes Indonesians behaviour towards

foreign banks; the enthusiasm of Indonesians to be foreign banks' customers appears established and supports the existence of foreign banks within the competitiveness amongst banks in Indonesia.

Moreover, the findings for credit card reveal that customers tend to use the credit card frequently, increase transactions by using the credit card, and maintain the credit card relationship they have with foreign banks. Citibank in Indonesia has claimed it designed credit cards that not only add value but also fit with customer's lifestyle, thus the promotional program have been developed considering their lifestyle. Another foreign bank, HSBC, also offers credit cards tailored to customer's need. Both foreign banks offer vary credit cards with specific features of which customers can choose the best desired one. However, in the case of credit cards in Indonesia, customers may not act consistently and loyal over time and choose another credit card which offers benefits to them such as lower interest rates, free of charge the monthly administration, etc. Trust consisting inter-related considerable factors in the findings, specifically trustworthiness and credibility, allows customers to overcome perceptions of risk and uncertainty and to engage in behavioural intentions. Furthermore, in granting trust including product coming from different COO, company require to provide assurance including safety to use the product, advance reputation, and quality (McKnight, Choudhury, and Kacmar 2002).

The findings appear to infer that foreign banks have communicated their trustworthiness to consumers to increase customer's intention to use the product more often. In the case of Indonesia, some banks establish loyalty program for savings customers by giving them reward points for redeemable prize, reward point for door prize, special product discount, discount card, cash back, and special product offer. Likewise, several banks give customers special product discount, cash back, reward points for redeemable prize, reward point for door prize, special instalment scheme, and discount card. The loyalty programs are established to increase customer's share of wallet. Even though, banks are suggested to develop customer relationship management in the process of integrated customer service, thereby create desirable customer's experience which presents care endeavour to customers (Kartajaya et al. 2012).

4.8 Moderating Effects

This study tests and supports, for the first time, that social class consciousness and self-consciousness effect on the relationships between COO and trust. Thus the hypotheses, H4 and H5 on the proposed model, are tested. As previously noted, H4 proposed that social class consciousness positively moderates the relationship between COO and trust. Likewise, H5 proposed that self-consciousness positively moderates the relationship between COO and trust. The social class consciousness as moderator is captured by personal view, personal qualities, and kind of jobs. And self-consciousness is determined by private self-consciousness, public self-consciousness, and social anxiety. Therefore, the assessment of the effect of COO on trust at each level of moderator variables, namely personal view, personal qualities, kind of jobs, private self-consciousness, public self-consciousness, and social anxiety is employed separately. In addition, the assessment is conducted respectively for savings and credit card.

Furthermore, the moderating effects of social class consciousness and self-consciousness are assessed through a moderator regression method. A regression is conducted for each construct, trust as dependent variable and country features and serviceability as independent variables. The regression has been run to test three regression equations which the moderating effects of personal view, personal qualities, and kinds of jobs are assessed in the third regression equation. The same process is employed to private self-consciousness, public self-consciousness, and social anxiety. In this current study, further analysis of these interactions has been done to show the direction of the moderating effect by plotting the regression equation. The results of the regression analysis are shown in as follows.

Table 4-27: Regression Results of Trust, Social Class Consciousness, and COO for Savings

Construct	Effect	Standardised β Coefficient	t-value	P
Parameter	Intercept			
	COO	0.136	1.794	0.074
Moderating variable	Personal view	0.094	1.206	0.229
	Personal qualities	0.036	0.474	0.636
	Kind of jobs	0.124	0.124	0.098
Interaction terms	COO x personal view	-0.077	-0.077	0.311
	COO x personal qualities	0.180	2.282	0.024

Construct	Effect	Standardised β Coefficient	t-value	P
	COO x kind of jobs	-0.019	-0.019	0.810
Adjusted R ² = 0.109, Sig. = 0.002				

The results revealed that the hypothesis is supported by a significantly positive effect of COO and personal qualities on trust ($\beta = 0.180$, $t = 2.282$, $p < 0.05$), in supporting H4b. Thus, the positive effect of COO on trust would be stronger than personal qualities. On the other hand, the interaction term between COO and personal view, COO and kind of jobs are not significant. Hence, the results did not support H4a and H4c.

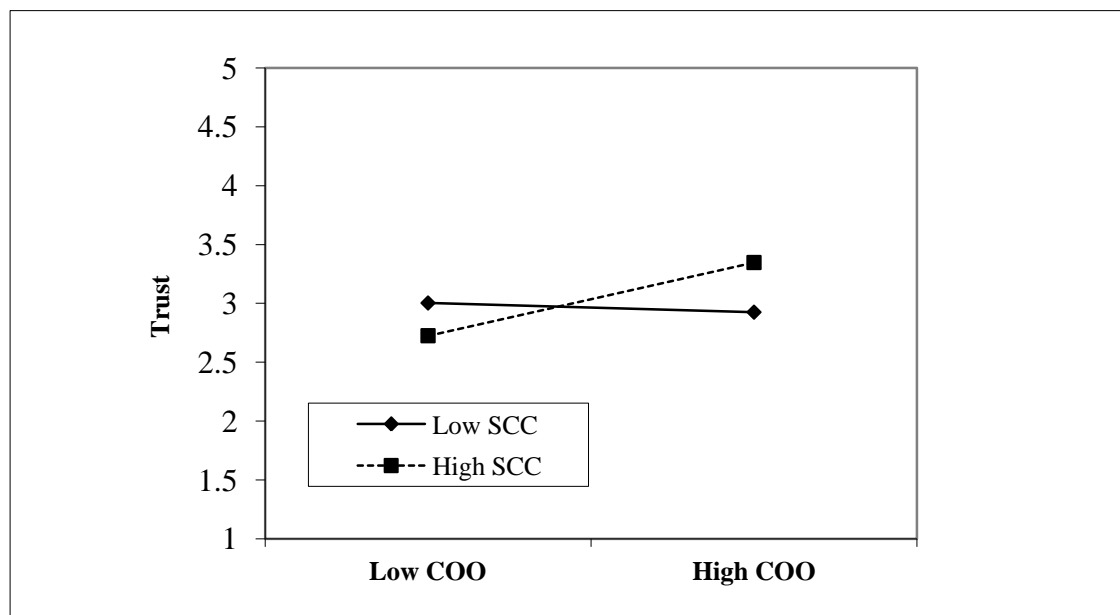


Figure 4-7: The Moderating Effect of Social Class Consciousness for Savings

To facilitate the interpretation of the moderating effects, Figure 4-7 illustrates the relationship between COO and trust with low and high social class consciousness. The findings present that social class consciousness specifically personal qualities appeared to have a moderating effect on the relationship between COO and trust, therefore social class consciousness modifies the relationship between COO and trust. As shown in Figure 4-7, the high level of social class consciousness augmented the effect of COO on trust, specifically the greater the consideration of social class by consumer, the weaker is the relationship between COO and trust. The findings have reflected an understanding that social class consciousness has a role in influencing consumer's perception to a given source country to develop belief of foreign products experienced their honesty, expertise, and capability for consumers.

Table 4-28: Regression Results of Trust, Self-consciousness, and COO for Savings

Construct	Effect	Standardised β Coefficient	t-value	p
Parameter	Intercept			
	COO	0.258	3.546	0.000
Moderating variable	Private self-consciousness	-0.150	-2.097	0.037
	Public self-consciousness	-0.123	-1.705	0.090
	Social anxiety	0.041	0.551	0.582
Interaction terms	COO x private self-consciousness	-0.193	-2.553	0.011
	COO x public self-consciousness	0.027	0.354	0.724
	COO x social anxiety	0.070	0.924	0.357
Adjusted R ² = 0.150, Sig. = 0.000				

The interaction term between COO and private self-consciousness shows significantly negative effect on trust ($\beta = -0.193$, $t = -2.553$, $p < 0.05$), in support of H5a. Therefore, the negative effect of COO on trust toward private self-consciousness employs. In contrast, the interaction between COO and public self-consciousness, COO and social anxiety, are not significant. Accordingly, the results did not support H5b and H5c. Self-consciousness specifically private-self-consciousness only appears to have a moderating effect on the relationship between COO and trust. The plot presents a clear negative moderating role for self-consciousness, and then at high level of self-consciousness, the relationship between COO and trust is weak. Figure 4-8 below shows that self-consciousness mitigates trust more for consumers with low COO than high COO.

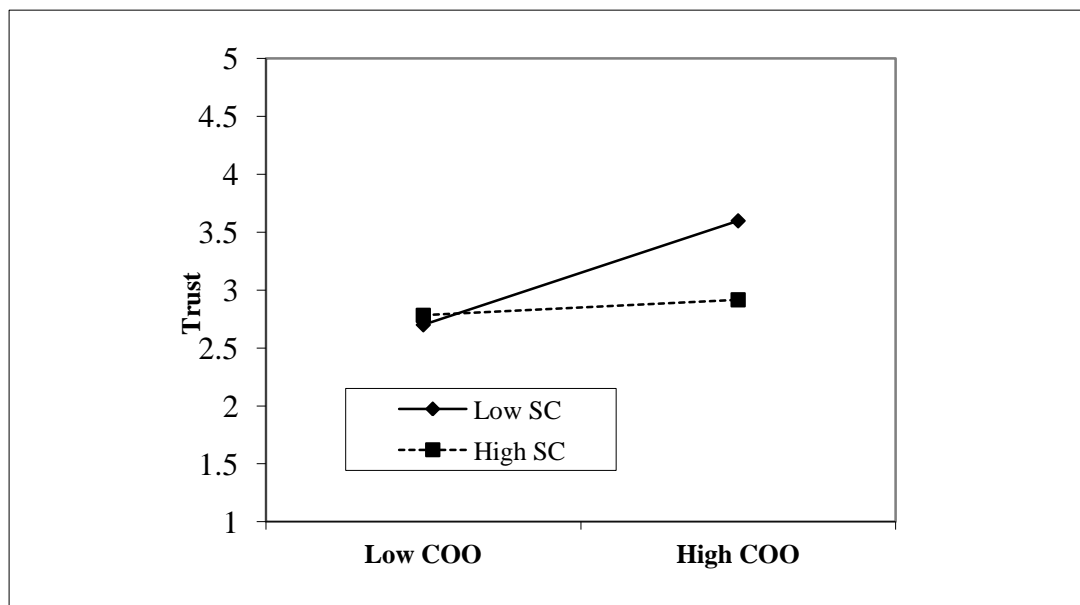


Figure 4-8: The Moderating Effect of Self-consciousness for Savings

Table 4-29: Regression Results of Trust, Social Class Consciousness, and COO for Credit Card

Construct	Effect	Standardised β Coefficient	t-value	p
Parameter	Intercept			
	COO	0.143	2.013	0.045
Moderating variable	Personal view	-0.188	-2.634	0.009
	Personal qualities	0.077	1.081	0.281
	Kind of jobs	-0.046	-0.631	0.529
Interaction terms	COO x personal view	-0.229	-3.147	0.002
	COO x personal qualities	0.095	1.219	0.224
	COO x kind of jobs	0.017	0.206	0.837
Adjusted R ² = 0.136, Sig. = 0.000				

The interaction between COO and personal view on trust is negative and significant, in support of H4a. Thus, the negative effect of country features on trust toward capability would be weakened by private self-consciousness. Otherwise, the interaction between COO and personal qualities and COO and kind of jobs on trust are not significant. As a result, H4b and H4c are not supported. Social class consciousness specifically personal view appeared to have a moderating effect on the relationship between COO and trust. Figure 4-9 below demonstrates that self-consciousness may negatively influence the relationship between interaction with COO and trust. The greater the consumer's concern on self-consciousness, the weaker is the relationship between COO and trust.

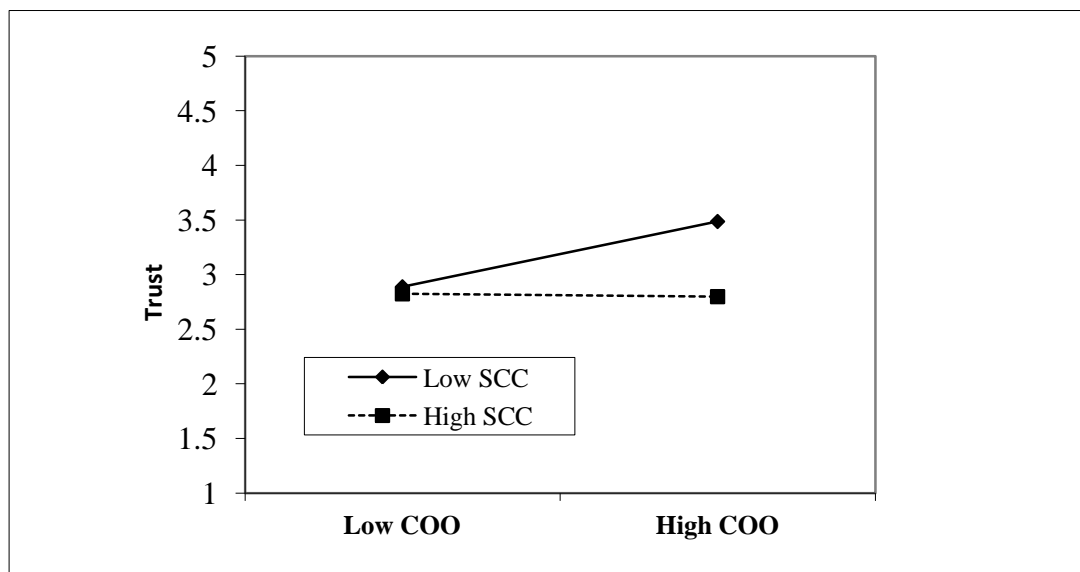


Figure 4-9: The Moderating Effect of Social Class Consciousness for Credit Card

Table 4-30: Regression Results of Trust, Self-consciousness, and COO for Credit Card

Construct	Effect	Standardised β Coefficient	t-value	p
Parameter	Intercept			
	COO	0.137	1.899	0.059
Moderating variable				
	Private self-consciousness	-0.126	-1.703	0.090
	Public self-consciousness	-0.002	-0.022	0.983
	Social anxiety	-0.078	-1.022	0.308
Interaction terms				
	COO x private self-consciousness	-0.047	-0.617	0.538
	COO x public self-consciousness	0.092	1.236	0.218
	COO x social anxiety	-0.086	-1.111	0.268
Adjusted R ² = 0.087, Sig. = 0.013				

All interaction effects between serviceability and private self-consciousness are not significant even though the effect of COO on trust may vary depending on self-consciousness (Sig. = 0.013). Consequently, the results did not support H5a, H5b, and H5c. Private and public self-consciousness and social anxiety respectively seem to have no moderating influence on the relationship between COO and trust.

Furthermore, the results of hypotheses testing are as below.

Table 4-31: Hypotheses of Moderating Effect for Savings

H4a.	Personal view significantly moderates the relationship between COO and trust.	Not supported
H4b.	Personal qualities significantly moderate the relationship between COO and trust.	Supported
H4c.	Kind of jobs significantly moderates the relationship between COO and trust.	Not supported
H5a.	Private self-consciousness significantly moderates the relationship between COO and trust.	Supported
H5b.	Public self-consciousness significantly moderates the relationship between COO and trust.	Not supported
H5c.	Social anxiety significantly moderates the relationship between COO and trust.	Not supported

Table 4-32: Hypotheses of Moderating Effect for Credit Card

H4a.	Personal view significantly moderates the relationship between COO and trust.	Supported
H4b.	Personal qualities significantly moderate the relationship between COO and trust.	Not supported
H4c.	Kind of jobs significantly moderates the relationship between COO and trust.	Not supported
H5a.	Public self-consciousness significantly moderates the relationship between COO and trust.	Not supported
H5b.	Private self-consciousness significantly moderates the relationship between COO and trust.	Not supported
H5c.	Social anxiety significantly moderates the relationship between COO and trust.	Not supported

Discussion

The findings underscore the importance of social class consciousness and self-consciousness to extend the model of purchase intentions, thus they provide meaningful insights regarding the complexity of Indonesian consumer behaviour. Customers regard other people into one class to similarity to themselves in wealth or income, character or morals, occupation, personality and appearance, behaviour and manner. The findings of customer's behaviour for credit card reveals that the information from individuals as a part of group with the same view, namely the modern technology comprising of new machines and materials will result in a better standard of living, good opportunities by government to every person, high satisfactory to the present job and good salary, a good chance to get ahead in job, and latitude for woman to work. Therefore, they will behave and act influenced by their community. Moreover, their trust to the foreign banks is strengthened by information from the people within a given group about trustworthy product and services. This confirms the Doney and Cannon (1997) trust transference process. Indeed, middle class in Indonesia is the dominated social class of which their characteristics shown as hyper-value consumers, knowledgeable, technology practicality, and social media freaks (Yuswohady 2012). Indeed, the domination of one ethnic or social class does not rule out the possibility of continuously growing of heterogeneous and pluralist society in relation to its ethnicity, cultural values, and religions. It does however indicate the potential for foreign banks in Indonesia. For example, though majority of Indonesians embrace Muslim beliefs, it demonstrates the religious tolerance among other religious and beliefs. Therefore, Indonesia represents collectivistic cultures where individuals belong to groups share experiences, values, lifestyle thus affect people way to behave, as consumer's attitude in consuming products and services (Soares, Farhangmehr, and Shoham 2007). Hence, self-consciousness, specifically private self-consciousness only influences on behaviour and decrease the effect of COO on trust for savings account. Customers who have self-consciousness tend to try their figure out, reflect themselves a lot, imagine themselves of their own fantasies, be attentive to their inner feelings, and constantly examine their motives. They have higher self-consciousness; otherwise customers' behaviour of credit card presents low self-consciousness as credit cards perhaps mostly used in the situation where customers gather with their group. In short credit cards usage reinforces their "standing" within society through the social group.

4.9 Conclusions

The current study has conceptualized and modelled purchase intentions for savings and credit card, respectively. In the first phase, the analysis presented the assessment of measures used within this study by employing reliability and validity of the measurement. Furthermore, the discussion in this chapter has explained the relationship underlying a set of variables. The results of savings revealed the positive relationship between experience and COO; COO and trust; and, trust and intention. In contrast, animosity was indicated negatively affected trust. In addition, the result of the credit card model showed the positive relationship between ethnocentrism and COO, COO and trust, trust and intention. On the other hand, animosity presented a negative effect on trust. Also, the discussion provided some empirical studies in measuring and explaining the role of moderating effect of social class consciousness and self-consciousness on the relationship between COO and trust. Merely, the evidence to show the effect of social class consciousness were presented by the effect of personal view on the relationship between trustworthiness (trust) and serviceability (COO), the effect of personal qualities on the relationship between capability (trust) and country features (COO). Moreover, the evidence for presenting the effect of self-consciousness just provided by the effect of private self-consciousness on the relationship between capability (trust) and serviceability (COO). While it is expected to present a conceptual model, the study would support the theoretical and managerial insight into understanding of banking customer. However, the current study contained some limitations; hence it would provide implications of the study. Some suggestions for further research to carry out are discussed in the next chapter.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The current study has been conducted to test hypothesized relationships and discuss the implications for marketing theory and practice. This empirical study has been designed to achieve the research objectives which IS concern to find key factors that influence purchase intentions of foreign bank's savings accounts and credit cards. Specifically, it discusses the interplay variables to cause purchase intentions in terms of utility theory, involving consumers' choices and decisions. By developing the theoretical framework to find out the key factors and for scale development, the underlying theory of utility theory relevant to marketing, banking and Indonesian market context has been explained. Moreover, the study demonstrates how constructs, namely ethnocentrism, experience, animosity, COO, and trust work together within an integrated framework of purchase intention. The findings discuss whether customers convey greater preference to use a certain product than other alternatives and greater loyalty, as well as even avoid using product when they become overwhelmed with COO and trust. The findings on social class consciousness and self-consciousness as moderators within the model build a new light on the role of psychological factors in the purchase decision process. Furthermore, the present study also provides the insight of consumer characteristics in Indonesia. Hence, the conclusions including a managerial viewpoint thus the findings of the research will help banking decision makers operating in Indonesia build effective strategies. The limitations and recommendations for further future research work are provided in this chapter.

5.2 Summary of Key Findings

The proposed framework demonstrated in Chapter 3 integrates the procedural frameworks for scale development for each construct. Ethnocentrism is developed by the morality of buying foreign products, the prejudice against imports, and the fear to buy foreign product would economically hurt own country. Ethnocentrism is determined as one of antecedent of COO, and the findings for savings show that ethnocentrism positively influences COO (Wong, Polonsky, and Garma 2008; Chrysochoidis, Krystallis, and Perreas 2007), but not for credit card. The findings

supports hypothesis 1 for savings. Furthermore, experience affects COO (Maheswaran 1994) supports hypothesis 2. Experience is developed by sensory, feelings, emotions, and behavioural for consumer behaviour for savings account; likewise experience is derived from sensory, affective, and behavioural for credit card. Remarkably, emotion was found as a dimension of experience while customers experience strong emotions for having the foreign bank savings account, they feel the product as an emotional brand, and possibility experience an emotional loss if they stop being a given foreign bank customer. Moreover, another antecedent of COO is animosity of which comprises general animosity and economic animosity. Animosity was found not negatively affect COO (Hong and Kang 2006) for either savings account and credit card; or else it did not to negatively impact on purchase intention (Klein, Ettenson, and Morris 1998; Parker, Haytko, and Hermans 2011; Cui, Wajda, and Hu 2012) for savings account and credit card. Thus, the findings did not support hypothesis 3 and hypothesis 8.

In the following, the findings demonstrate that COO positively affected trust in a support of hypothesis 6. COO is derived with country features and banking service ability of which customers think the foreign banks' savings product in Indonesia come from countries which have a high level of status and high quality in service, are reliable in banking products and services and provide consistency of quality banking products and services overtime. As well, the foreign banks' credit cards are perceived come from countries which have a high level of the use of technology and engineering advances, status and high quality in service, have expertise and reliability in banking products and services. In addition, consumer trust is developed by trustworthiness and credibility. Trust towards foreign banks in Indonesia is enhanced by customers' confidence to use savings products from banks which are genuinely concerned that their transactions are safe, concern to customers' needs and decision making, keep the customers' best interests in mind, and have credibility. Also for consumers' trust credit cards which are provided by foreign banks is high due the foreign banks keep promises to the customers, concern to customers' needs, keep the best interests in consumer's mind, and they are genuinely concerned that customers' transactions are safe and trustworthy. As a result, consumer trust positively affects purchase intention in a support of hypothesis 9. The findings

evidence that trust increase customers' loyalty and positive behaviour as increase the frequency of transactions.

The results also have implications for presenting some understanding of the psychological and social factors that lie behind purchase intentions. Social class consciousness was found to positively moderate the relationship between COO and trust in a support of hypothesis 4, as well as self-consciousness positively moderating the relationship between COO and trust supporting hypothesis 5. The findings for savings show that social class consciousness was derived by personal qualities. It has been recognized that in deciding whether a person belongs to customer's social class or not, wealth, income, character, morals, occupation, personality, appearance, behaviour, and manners are important to know. The findings for credit card demonstrate that social class consciousness was developed by personal view, therefore customers as a part of certain social class have similar view that modern scientific inventions of new technology will result in a better standard of living. Furthermore, the results of our study extend and support the applicability of the scale of self-consciousness by Fenigstein, Scheier, and Buss (1975), whereby the items were grouped into 3 factors, namely private self-consciousness, public self-consciousness, and social anxiety. The findings reveal that self-consciousness for savings was arisen by private self-consciousness. It may be explained then that customers tend to try to figure themselves out, reflect about themselves a lot, make themselves as the subject of their own fantasies, be attentive to their inner feelings, and constantly examine their motives. On the one hand, self-consciousness did not have a role within the relationship between COO and trust.

As utility theory is commonly used in marketing (Lichtenstein, Netemeyer, and Burton 1990; Murray 1991), utility theory used in the current study indicates its applicable in the context of banking and appropriate to improve the understanding of consumer bank choice behaviour. As previously mentioned, utility theory is applied through the integration of economic and psychological perspectives. The findings show that customers are likely to have more than one savings account and credit cards, thus they possibly use the different products for different usage occasions with several considerations underlie or reason the behaviour. For example using credit cards from foreign banks in social setting to enhance or reinforce their "membership"

of the group. Customers with established preferences of a given foreign banks product would increase the savings or repeat of transaction (frequencies), thus add the share of wallet. Thus, the process of choice behaviour between alternatives deserving preferences arise from customer's utility. For example, foreign banks customers may choose one savings account of local banks to share of spending most as found that 25.2 per cent customers mostly do transactions in BCA, 21.3 per cent were in Mandiri Bank, 7.4 per cent were in BRI, and 6.4 per cent were in BNI.

5.3 Theoretical Implications of the Research

i. Provide conceptual foundations for future empirical research.

The findings have theoretical implications for scholars regarding the underlying factors that highlight the purchase intentions for savings and credit card, respectively. The current study builds on previous research by Wong, Polonsky, and Garma (2008) and Chrysochoidis, Krystallis, and Perreas (2007) through presenting the effect of ethnocentrism on COO for savings account customers. Ethnocentrism may occur while customers deal with situation to choose one foreign product than local products. This may arise in the case of savings account as they perceive savings account is higher involvement product than credit card. Therefore by involved in savings as the high-risk product, customers have more advances perceived knowledge, confidence to use the product, and motivation with the perceived benefit (Harrison 1994). Though customers possibly have a higher view of overestimation to local banks than foreign bank, their attitude toward foreign banks was influenced by judgement of overall quality as their experience. As Sharma, Shimp, and Shin (1995) pointed out consumer ethnocentrism lead an overestimation of product attributes and overall quality of domestic products, instead of foreign products (Wong, Polonsky, and Garma 2008). However, the current study found the role of experience in influencing COO. Though customers have high ethnocentric tendency, their attitude in assessing the source country of product is influenced by experience. The more positive experience they get, the more positive their view toward the source country, which translates into the adoption of foreign bank usage. This study finds greater support for the causal relationships implied by COO to trust (Rosenbloom and Haefner 2009). COO is determined by ethnocentrism and experience as particularly evidenced by the study of customer behaviour of savings account. Trust arises while

customers have sufficient knowledge about the product. COO is evidenced to provide information about the bank referring the source country image. As Citibank and HSBC are global brands provide benefits of quality assurance, higher prestige and status, and represent of certain values and esteem (Rosenbloom and Haefner 2009). Thereby, for both savings account and credit card, positive COO evaluation may increase consumer trust. The evidence supports earlier research that purchase intention is affected by consumer trust (Schlosser, White, and Lloyd 2006; Jiménez Torres and San Martín Gutiérrez 2007). Indeed, not much existing research had established the relationship between trust and purchase intention in services marketing and in particular banking. Through this study, it shows that in terms of enhancing consumer's purchase intention; consumer trust actually be risen either by positive country source evaluation or other factors to influence their trust towards foreign banks (e.g. social class consciousness and self-consciousness). Trust in this study is resulted as a single variable (Doney and Cannon 1997; Schlosser, White, and Lloyd 2006), represented by credibility, trustworthiness, and ability to fulfil customers' needs.

ii. Acknowledge of whether utility theory is cultivated to understand consumer behaviour in the area of banking.

The current study adopts utility theory by the integration both psychological and economic perspectives into the bank marketing. As several studies remain largely is one-sided perspective (Baker et al. 1983; Deaton and Muellbauer 1980; Fishburn 1968; Howard and Sheth 2001). The current study builds on the prior work (Albanese 1987; Johnson and Fornell 1991; Rabin 2002) by further exploring utility theory in the context of banking. The utility theory explains if customers are expected to choose a certain bank product amongst alternatives deserving preferences such as that they believed would most benefit them. Utility theory in the current study determines behaviour with logic of choice in which customers consider to risks and benefits and other set of motives. The findings demonstrate that customers consider to their purchase experience reflected through offering excellent banking services and psychological factors which positive feelings to the product though it comes from foreign countries, thereby lead consumer trust and intention.

iii. Present new insight of experience.

This study also offers several contributions to the emerging marketing literature on experience. The current study finds that emotions would be a dimension of the experience scale as it yielded by affective construct (Brakus, Schmitt, and Zarantonello 2009). Thereby, sensory, feelings, emotions, and behavioural are represented as dimensions of experience for savings account. The similar findings are demonstrated for credit card as experience comes from three factors, specifically sensory, affective, and behavioural. Though the current study has not yet measured emotions toward that foreign bank by using emotional factors specifically, the study finds customers have strong emotions, feeling that the product is an emotional brand and valuable to achieve more comfort in their life, and feeling of emotional loss if they stop being of the foreign bank customers.

iv. Provide social class consciousness and self-consciousness contributions.

The current study presents empirical evidence that is consistent with hypothesized effects of social class consciousness and self-consciousness on the relationship between COO and trust. Yet little is studied about social class consciousness and self-consciousness in marketing. In addition, no empirical research to date has evaluated how social class consciousness and self-consciousness may affect the relationship between COO and trust. The current study provides new knowledge about the role of social class and self-consciousness, particularly in consumer banking study. By doing moderation analyses, social class consciousness contributes significantly to the relationship between COO and consumer trust become stronger whilst customers are persuaded to choose to use the foreign bank savings and credit card by their consciousness about their class than using other products. Also self-consciousness yields an impact on the relationship between COO and consumer trust as self-consciousness leads consumer trust due to their consideration of their inner thoughts and feelings thus drive their judgements to use the foreign bank savings. Social class consciousness may account for trust due to recommendation from people with personal qualities and personal view within a certain class. Likewise, self-consciousness gives a reason for customer to enhance confident to keep using one product of alternatives consider to private self-consciousness. These factors established consumer reliance on trustworthy and credibility of foreign banks lead customers to become repeat customers for the next purchase.

5.4 Practical Implications of the Research

i. Enhance an understanding of Indonesian consumer behaviour as typically the population has heterogenous characteristics that influence their choice behaviour.

Indeed, Indonesia is the archipelagic nation that comprises diversity of ethnic groups with unique culture and beliefs. For example, Bali has rich culture that is deeply inseparable part of Balinese's life. Eventhough Balinese stay in a destination of overseas tourists, they may have high ethnocentric tendency that influences their motives and intentions towards foreign products. Conversely, Jakarta – the capital city of Indonesia as well as the largest and a metropolitan city – openly grew as a place where people with different ancestry get it as their homeland, thus the culture of Betawi (the Jakarta's indigenous habitants) does not lead their attitude strongly as well as Bali. Moreover, people within this modern city may carry out different response through foreign products than other cities in Indonesia. It was no wonder that profile of the respondents revealed diversity in characteristics. Therefore, from the managerial viewpoint, these findings imply to managers the importance of consumer insight to identify bases for consumer segmentation in Indonesia comprising geographic, demographic, psychographic, and behavioural. In addition, this findings signal to managers whether consumer ethnocentrism may complicate the segment portrait in turns it would be useful to develop marketing mix, as a key performance within the Indonesian banking industry.

ii. Demonstrate new insights of bank customer' characteristics.

This study can be used to help determine new dimensions of bank customer' characteristics and help gauge the impact these on their preferences and attitudes. The attitude of using savings account and credit card is different, as the study by Livingstone and Lunt (1993) show attitude on savings has differing motivational factors with credit card (Furnham 1999). Thereby, the study signals the factors of influencing customers' intention of savings and credit card, respectively.

First, the analyses for savings find that ethnocentrism and experience influence outcomes that COO evaluation effect consumer trust. It implies that although the level of ethnocentric tendency has a significant impact on COO, customers still use

the foreign banks product in order to get other benefits. Thus, in order to increase the share of wallet, banks in Indonesia should result in meaningful improvements in consumer experiences. Furthermore, bank must ascertain which values are most desirable for customers. For example the study finds that the essential indicators to influence customers to frequent the usage of the foreign bank products than other products are the trustworthy service and credibility in keeping their money safe. Customers may be educated to open the savings account in the local banks, however their decision can change whilst customers learn from previous experience, other people experience, confidence to a certain country that offer banking assurance to reduce uncertainty and advance trust. Consequently, the long-term consumer trust leads customers' judgments and choices to the future purchase which tend to the foreign banks product.

Second, the findings for credit card reveal experience has a greater influence on appraisals of positive evaluation of COO, thus strengthen the consumers' preferences to the bank products from a foreign country. Indeed, bank customers in Indonesia that use credit cards tend to show disloyal behaviour. Thus presents a possibility for banks as they use certain in different situation. Foreign banks require encouraging its customers to use the most beneficial credit card, thus features of credit cards must support customers within cashless era dependently to conduct their transactions with that certain credit card. Moreover, managers must develop loyalty program collaborated with restaurants, airlines in regards with customers' lifestyle and do organize with some business (e.g. telecommunication providers, hospital, etc.) for the system of payment. This enhances the customer experience. These experiential attributes of credit cards will present emotional value to customers; thereby they prefer to use the strongest emotions when evaluating choices to remain at using that certain credit card even though it can be irrational choice behaviour. Furthermore, the research findings suggest that in a competitive market in Indonesia, managers should keep understand the best ways to develop strategy appropriate with customers characteristics such as the individual, the credit cards system, the item being purchase, the place of purchase with acceptable payment systems, and the situation of transaction done (Hirschman 1979). Also for the loyalty programs, it should be identified which loyalty program gives the best outcomes consequences.

iii. Present the importance of marketing communication.

An implication arising from the findings is that intellectual cognition does not emerge experience for both products, yet customers did not obtain the intellectual experiences from knowledge. Hence, the study recommends managers to increase marketing communication for savings and credit cards that stimulate their thought processes. Foreign banks must open communication with customers to increase customers' knowledge with the aim of leveraging customers' curiosity to broadly learn about product and services and demonstrate creative usages of the brand (Brakus, Schmitt, and Zarantonello 2009). When armed, with information about product attributes and benefits, customers use it as reasons to confidently keep using the product. Cordell (1997) highlighted that consumer knowledge consisting familiarity and expertise not only carries out subjective information and recommendation, but also extrinsic cues utilizations and willingness to pay for the product. Therefore, marketing communications must be used to [1] facilitate to promote the product attributes, and [2] develop positive evaluation trusted bank or a highly reputed the source country. However, the study did not focus upon marketing communication, thus it deserves further analysis to find out the impact of promotions on product knowledge or further attitude as consequences. Particularly with regard to this future study, it is essential to apply integrated marketing communication including information on the website to increase consumer knowledge reflected in positive COO evaluation, confidence to the product, and increase the share of wallet, than merely depends on customer service.

iv. Consideration of the non-significant variable.

The findings indicate that animosity does not negatively impact COO, trust, and purchase intention for savings and credit card. The study suggests managers of Indonesian banks should carry focus upon the insight of economic, political, cultural, and religious issues associated with possibility of raise their love to home country. Within Indonesia, society is influenced by media, thus their solidarity or lack of information about the foreign bank reduces customer objectivity. Some issues in Indonesia about its relationship with other countries including neighbouring countries potentially drive animosity feelings. As published in media, the negative feelings of some Indonesians mostly concern to the U.S., China, Australia, and Malaysia due terrorism issues, trading business, historical remains influence the

decision choices. For example, the current issue is about Australian spying on Indonesia by tapping the phones of Indonesian president, his wife, and government ministers is unacceptable to Indonesians, thus would damage the diplomatic relations between both countries. Issues like this often play on the minds of Indonesian consumers and influence their choice of foreign products (banks). Hence, although this findings demonstrate that loyalty and further behaviour of foreign bank customers was not weakened by animosity, these are strengthened by trust, product attributes (Babakus, Eroglu, and Yavas 2004); and service quality (Cronin Jr. and Taylor 1992; Jamal and Naser 2002; Karatepe, Yavas, and Babakus 2005). Animosity is suggested as considerable factor which influences consumers' product choices (Cui, Wajda, and Hu 2012).

v. Contribute in marketing strategy building.

Finally, the study provides recommendations aimed at managers designing for strategy fit with customers' characteristics. The findings of the research will help banking decision makers operating in Indonesia build strategies such as:

1. Understand the business environment in which it operates.
2. Understand the variation of preferences across key market segments.
3. Determine the best marketing approach within Indonesia.
4. Help develop viable marketing objectives in relation to their capabilities, focus and activities to make decisions.
5. Provide and insight how to build and maintain close relationships with customers and the community.
6. Help interpret and act upon recent changes in the Indonesian marketplace.
7. Provide another perspective how to nurture competitiveness in order to take advantage of future opportunities.
8. Rethinking and redesigning the way their banks operated in synergistic ways.

Although bank has been used for a place to ease savings and investment in Indonesia, only few Indonesian consumers access banks for their financial needs in remains low whilst compared with other Asian countries such Thailand, Malaysia, and Singapore (Oberman et al. 2012). Thus banks are needed to more educate consumer banks products in place of their financial plan if they are to reap the rewards of an expanding Indonesian economy. Hence, Indonesia is a big market for savings and financial services to develop as savings and investment in 2011 and so is predicted in

2030 place on the top of annual consumer spend than other expenditure such as food and beverage, leisure, apparel, education, transportation, housing and utilities, telecommunication, personal items, and health care (Oberman et al. 2012). Managers should aggressively offer banks product match the consumer's preferences for a certain segment for example, for middle class as the biggest potential market in Indonesia from that base they are then able to grow their business within Indonesia. This applies to both foreign and local banks operating in the country.

5.5 Limitations of the Study

The current study has established the instrument reliable for use in banking customer in Indonesia. Despite its contributions, the current study has several limitations offer some avenues for research extensions. Some limitations are addressed to a limited time horizon as a consequence of questionnaire design and area for doing survey in separated provinces. In addition, it creates severe difficulties for data collection which should be concerned to questionnaire design, data collection, sampling, and other factors of research method within future study. Some limitations and suggested avenues for further research are outlined below.

i. The multi-faceted items.

The study represents multi-faceted construct within the model that were taken from different content to Indonesia. Thus the study has two related limitations. First, the time required for customers to learn and fill the questionnaire was longer than expected. Hence, a more extensive time range would be desirable in the further study as this could be used to develop the instrument further. Second, several indicators were deleted in composing some of the constructs. In addition, although several indicators must be deleted, the elimination does not significantly change the content of each construct. The indicators per factor have been greater than three indicators, yet it is more difficult to achieve convergent and discriminant validity. Thereby, as suggested by Bagozzi (2011) the further study should increase the number of sample size to compensate deleted indicators within a factor.

ii. The data set.

The study recognizes that areas for doing survey in separated provinces became a challenge within a period of time. As a result, the data analysis had limitations, in

particular to verify adequacy of samples, validity, and reliability of data. Moreover, the study did not conduct data collection in Medan, one of the big cities in Indonesia as a consequence of technical limitation. Thereby, the current study suggests including Medan as Medan may provide characteristics of customers that offer meaningful findings for analysis. In addition, further research might collect data in the big cities and greater metropolitan area with a large sample to aggregate data at the national level.

iii. The Coefficient of AVE.

The limitation specifically pertains to the result on the coefficient of AVE as pointed in Section 4.4.2.2 of Chapter Four to show satisfactory levels of validity. Even though the examination of the scale's reliability revealed that composite reliability for all constructs as measured by coefficient alpha was high, the discriminant validity did not achieve a satisfactory level among all measures in the study as the square root of the AVE for some constructs is less than one the absolute value of the correlations with another factor and the AVE is less than the MSV. In addition, the acceptable convergent validity was not achieved in the measurement model. Yet the theory has been operationalized and the instrument was constructed in reference to extensive literature review, some constructs revealed multifaceted endeavour, particularly past experience was represented as a multidimensional construct consisting of sensory, feelings, emotions, and behavioural for savings case and sensory, affective and behavioural for credit card case (Bagozzi 1981). This limitation has sought to outline the theory considering the assessment of the scale of dimensions of past experience such as sensory, affective, behavioural and intellectual (Brakus, Schmitt, and Zarantonello 2009) included in the questionnaire would be useful in enhancing the requirements of unidimensionality, convergent and discriminant validity of the scale (Fornell and Larcker 1981). Furthermore, this limitation presents opportunities for further study to consider through sample size as Fornell and Larcker (1981) has recommended.

iv. The bank attributes to concern.

Future studies might investigate other banks attributes that are important as they could moderate and influence customers' experience of using foreign banks' services. These bank's attributes may involve size of the bank, interest on savings,

banking hours, concern about local community, appearance of offices, quality of advertising, availability of parking facility, emphasis on financial responsibility, and concern to the revitalisation of the city which influence banking behaviour and attitudes (Jain, Pinson, and Malhotra 2007). Thereby, more work to determine components of experience, COO, trust, and purchase intention in the context of bank to see the influence interaction between variables. For example, the future study may extend the substances of emotions and intellectual cognition thus it can be set out within the emerging model. In addition, some questions related to customer behaviour as reasons to open savings account (Furnham 1999) and type of consumer goods which bought on credit represents social class considering customers' attitude toward buying consumer goods on credit card (Mathews and Slocum Jr. 1969) are possible to confirm to respondents' willingness to depend on the banks offerings.

5.6 Recommendations for Future Research

The current study reveals avenues for scholars and managers in many ways as follows. First, a Mixed-method research approach would be ideal to conduct a more comprehensive study of consumer behaviour and attitudes. Some questions probably can be answered by a qualitative approach, thus such as a combination of survey and in-depth interview, or survey and experiment may provide a greater understanding of the problem facing banks. In particular, the level of ethnocentrism or the tendency of social class consciousness and self-consciousness would be interesting examined by doing experiment and in depth-interview. The analysis provides a confirmation of theories as shown within the findings of survey and thoroughly draws the bank customers' attitude particularly if it has not been demonstrated by the theory. Second, the comparison of customer behaviour between foreign banks and local banks would be a worthy exercise. It would be useful to find out differences of the valuable interplay factors influence purchase intentions, particularly factors to enhance consumer trust. Furthermore it would answer why customers tend to use domestic banks product than foreign banks product. In addition, it is possible that further study would find that ethnocentrism and animosity are evidenced as determinant of COO for local banks. Although four state-owned banks dominate banking market in Indonesia, foreign banks are still have opportunities to establish strong position in a certain segment that customers tend to have more than one savings account to organize their routine transactions in a separate account and due

to any reasons they have more than one credit cards (Kartajaya et al. 2012). Third, the development of Sharia bank brings various alternatives of banking and financial services to Indonesia. In particular the promotion and public education on Sharia banking is maintained such as through public education and socialization program concerning Sharia banking (Bank Indonesia 2013). Their understanding and knowledge about Sharia principles may influence their values about bank principles. Hence, managers should adopt a broader view the development of Sharia bank in Indonesia due to competitiveness within banks. This fact calls for more research on the existence of foreign banks in Indonesia not only within complex market characteristics, but also the consequences to their operations by the significant development of Sharia bank. Fourth, the study implies the importance to marketing manager to develop online banking including internet banking and mobile banking in increasing benefits of customers. Internet banking can be used to advertise the features and products of foreign banks. Though the development and wide usage of internet banking is severely limited caused by lack of adequate infrastructures for the Internet in most areas, internet banking may give advantage for a bank preferred than other banks. Thus, banks need to make internet banking easier to use by the customers without forgetting security issues. Further research would be useful to investigate the role of internet banking to purchase intentions in particular, whether Indonesian customers have any differences of opinion between foreign and local banks, and whether this translates into their consumer preferences. The research would enrich scholars concerning key factors to increase consumer trust and intention to buy in the banking context. Fifth, in the context attitude on foreign product's examination, future research should account for cultural dimensions as possible factors that contribute to COO. Indonesia heterogeneity in culture is interesting to explore as the prevalence shows dissimilar values, beliefs, lifestyle defined in culture within different ethnic, although ethnic Javanese dominate the culture. Hence, the study may gain further insight into cultural mindsets derived consumer behaviours. In particular if the study would be extended to cross-cultural studies due to consumers may respond domestic and foreign product differently across countries. For example, whether using cultural values consisting individualism-collectivism, uncertainty avoidance, power distance, masculinity-femininity, and long-term orientation (Cui et al. 2012) has any impact on bank choice. As a multi-ethnic society, Indonesian will show variance on these cultural

values and would this be a rich content for such research. Finally, although no empirical research to date has evaluated the influence of social class consciousness on trust this study has demonstrated the need to fill the gap. Further studies should classify customers' social class as a purchasing characteristic and determine the influence this construct play on local versus foreign bank purchase decisions. Thereby, the study would find a better understanding of what values are shared between the member of a certain class and then find out their behavioural preferences. For example in Indonesia, it would be interesting to explore the existence of upper and lower social layers and the dominance of middle class and the characteristics within each social layer. Hence, marketing manager can use the results as basis for developing the best strategy. Clearly, there is much work that needs to be done to explore the impact of those variables identified in this research and highlighted in the future research directions. It is hoped that this thesis has helped pave the way for a better understanding of foreign banks operating within Indonesia, as well as provide direction and impetus for future related studies.

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Appendix A:
Questionnaire in English



**Construction of a Purchase Intention Model Based on Utility Theory:
A Study of Foreign Banks in Indonesia
INFORMATION SHEET FOR PARTISIPANTS**

- a) Your consent is given to fill out the questions in this questionnaire.
- b) This questionnaire should take approximately 20 minutes.
- c) All information collected from this questionnaire will be kept confidential and your name will not be used in this study.
- d) All data will be aggregate so there will be no link to you.
- e) All data will be stored in a safe place at Curtin University in accordance with the Australian national protocol guidelines for ethical research.
- f) The focus is upon banking usage patterns and intentions.
- g) The questionnaire will comprise factors related to banking.
- h) University Project Contacts: Fatimah Muchtar

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Indonesian Bank Customer Purchase Intentions Survey



GENERAL INFORMATION AND INSTRUCTIONS

1. This survey is designed to establish factors influencing your purchase intentions.
2. Please circle one number for each question.
3. Confidentiality is assured. Information is aggregated only.

Section 1: Consumer Ethnocentrism

Please circle the number which best represents your extent of agreement with the following statements:

No.	Statements	Strongly Disagree	Strongly Agree
1.	Indonesian people should always buy Indonesian-made products instead of imports.	0 1 2 3 4 5 6 7 8 9 10	
2.	Only those products that are unavailable in Indonesia should be imported.	0 1 2 3 4 5 6 7 8 9 10	
3.	Buy Indonesian-made products keep Indonesia working.	0 1 2 3 4 5 6 7 8 9 10	
4.	Indonesian products, first, last, & foremost.	0 1 2 3 4 5 6 7 8 9 10	
5.	Purchasing foreign-made products is un-Indonesian.	0 1 2 3 4 5 6 7 8 9 10	
6.	It is not right to purchase foreign products, because it puts Indonesians out of jobs.	0 1 2 3 4 5 6 7 8 9 10	
7.	A real Indonesian should always buy Indonesian-made products.	0 1 2 3 4 5 6 7 8 9 10	
8.	We should purchase products manufactured in Indonesia instead of letting other countries get rich off us.	0 1 2 3 4 5 6 7 8 9 10	
9.	It is always best to purchase Indonesian products.	0 1 2 3 4 5 6 7 8 9 10	
10.	There should be very little trading or purchasing of goods from other countries unless out of necessity.	0 1 2 3 4 5 6 7 8 9 10	
11.	Indonesians should not buy foreign products, because this hurts Indonesian business & causes unemployment.	0 1 2 3 4 5 6 7 8 9 10	
12.	Restrictions should be put on all imports.	0 1 2 3 4 5 6 7 8 9 10	
13.	It may cost me in the long-run but I prefer to support Indonesian products.	0 1 2 3 4 5 6 7 8 9 10	
14.	Foreigners should not be allowed to put their products on our markets.	0 1 2 3 4 5 6 7 8 9 10	
15.	Foreign products should be taxed heavily to reduce their entry into Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
16.	We should buy from foreign countries only those products that we cannot obtain within our own country.	0 1 2 3 4 5 6 7 8 9 10	
17.	Indonesian consumers who purchase products made in other countries are responsible for putting their fellow Indonesians out of work.	0 1 2 3 4 5 6 7 8 9 10	

Section 2: Trust

Please circle the number which best represents your extent of agreement with the following statements:

No.	Statements	Strongly Disagree	Strongly Agree
1.	This foreign bank keeps promises it makes to the customer.	0 1 2 3 4 5 6 7 8 9 10	
2.	This foreign bank is always honest with the customer.	0 1 2 3 4 5 6 7 8 9 10	
3.	I believe the information that this foreign bank provides me with.	0 1 2 3 4 5 6 7 8 9 10	
4.	This foreign bank is genuinely concerned that my transactions are safe.	0 1 2 3 4 5 6 7 8 9 10	
5.	This foreign bank seems to be concerned with my needs.	0 1 2 3 4 5 6 7 8 9 10	
6.	This foreign bank seems to be concerned with my decision making.	0 1 2 3 4 5 6 7 8 9 10	
7.	I trust this foreign bank to keep my best interests in mind.	0 1 2 3 4 5 6 7 8 9 10	
8.	I believe this foreign bank has credibility.	0 1 2 3 4 5 6 7 8 9 10	
9.	I trust this bank to keep its commitments.	0 1 2 3 4 5 6 7 8 9 10	
10.	This bank is completely open with customers.	0 1 2 3 4 5 6 7 8 9 10	
11.	This bank is trustworthy.	0 1 2 3 4 5 6 7 8 9 10	

Section 3: Previous Experiences as a Foreign Bank Customer												
Please circle the number which best represents your extent of agreement with the following statements:												
No.	Statements	Strongly Disagree					Strongly Agree					
This foreign bank:												
1.	Has a professional appearance, driving a strong impression on my senses.	0	1	2	3	4	5	6	7	8	9	10
2.	Has a branch environment atmosphere, driving a strong impression on my senses.	0	1	2	3	4	5	6	7	8	9	10
3.	Has a customer environment whilst waiting, driving a strong impression on my senses.	0	1	2	3	4	5	6	7	8	9	10
4.	Has a quantity & variety of services, driving a strong impression on my senses.	0	1	2	3	4	5	6	7	8	9	10
5.	Have physical facilities, driving a strong impression on my senses.	0	1	2	3	4	5	6	7	8	9	10
6.	Has ATMs availability, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
7.	Has an ability to set up an account & conduct a transaction immediately, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
8.	Has employees who have knowledge of all the services offered by the entity, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
9.	Have employees who have up to date knowledge, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
10.	Has information provided by their employees that has always been very valuable to me, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
11.	Have services as a whole that are correct, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
12.	Has quality of services that are maintained all of the time, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
13.	Has commitment to keep time dedicated to each client, inducing positive feelings & sentiments.	0	1	2	3	4	5	6	7	8	9	10
14.	Has commitment to keep confidentiality of information transaction, inducing positive feelings & sentiments.	0	1	2	3	4	5	6	7	8	9	10
15.	Has commitment to easiness of handling my banking needs.	0	1	2	3	4	5	6	7	8	9	10
16.	Willingly responds to customers' requests, inducing positive feelings & sentiments.	0	1	2	3	4	5	6	7	8	9	10
17.	Employees provide personal attention, inducing positive feelings & sentiments.	0	1	2	3	4	5	6	7	8	9	10
18.	Prioritises treatment in queues/queuing time, inducing positive feelings & sentiments.	0	1	2	3	4	5	6	7	8	9	10
19.	Gives the experience that is worth the costs, inducing positive feelings & sentiments.	0	1	2	3	4	5	6	7	8	9	10
20.	Makes me have strong emotions for having this bank Savings Account.	0	1	2	3	4	5	6	7	8	9	10
21.	Makes me feel that this bank Savings Account is an emotional brand.	0	1	2	3	4	5	6	7	8	9	10
22.	Makes me feel that the use of this bank Savings Account allows me to achieve more comfort in my life.	0	1	2	3	4	5	6	7	8	9	10
23.	Makes me feel that I would experience an emotional loss if I had to stop being this bank Savings Account customer.	0	1	2	3	4	5	6	7	8	9	10
24.	Makes me think that this bank's services are action oriented.	0	1	2	3	4	5	6	7	8	9	10
25.	Makes me think that as a customer of this bank Savings Account this results in bodily experiences.	0	1	2	3	4	5	6	7	8	9	10
26.	Makes me think that I engage in physical actions & behaviours when I do transactions in this bank.	0	1	2	3	4	5	6	7	8	9	10
27.	Makes me think that I engage in a lot of thinking when I encounter this bank Savings Account.	0	1	2	3	4	5	6	7	8	9	10
28.	Provides information about products & services clearly to the customers.	0	1	2	3	4	5	6	7	8	9	10
29.	Provides information about promotions program clearly to the customers.	0	1	2	3	4	5	6	7	8	9	10
30.	Stimulates my curiosity and problem solving.	0	1	2	3	4	5	6	7	8	9	10

Section 4: Previous Experience of Using Foreign Bank Credit Card												
Please circle the number which best represents your extent of agreement with the following statements:												
No.	Statements	Strongly Disagree					Strongly Agree					
This Credit Card:												
1.	Is interesting in a sensory way.	0	1	2	3	4	5	6	7	8	9	10
2.	Makes a strong impression on my visual sense or other senses.	0	1	2	3	4	5	6	7	8	9	10
3.	Claims as a worldwide acceptance product, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
4.	Provides confidentiality of information transaction, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
5.	Has a design, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
6.	Has a product choice, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
7.	Has a benefit, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
8.	Have advertisements, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
9.	Has an interest rate, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
10.	Has a reasonable annual fee, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10
11.	Has an attractive rewards program, appealing to my senses.	0	1	2	3	4	5	6	7	8	9	10

Section 4: Previous Experience of Using Foreign Bank Credit Card			
Please circle the number which best represents your extent of agreement with the following statements:			
No.	Statements	Strongly Disagree	Strongly Agree
This Credit Card:			
12.	Has easiness for the payment of bill processes, appealing to my senses.	0 1 2 3 4 5 6 7 8 9 10	
13.	Has ability to conduct transactions accurately, appealing to my senses.	0 1 2 3 4 5 6 7 8 9 10	
14.	Have customer relationship activities, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
15.	Has transactions convenience, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
16.	Have customer feedback services, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
17.	Has an ability to satisfy complaints & solve its credit card customer's problems immediately or within 7 days & 24 hours, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
18.	Has features matching customer expectations, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
19.	Guarantees all transactions have taken place, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
20.	Has an accurate record that all transactions have taken place, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
21.	Educates customers in how to use the product, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
22.	Gives the experience that is worth the costs, inducing positive feelings & sentiments.	0 1 2 3 4 5 6 7 8 9 10	
23.	Makes me have strong emotions for the product.	0 1 2 3 4 5 6 7 8 9 10	
24.	Makes me feel that it is an emotional brand.	0 1 2 3 4 5 6 7 8 9 10	
25.	Makes me feel that the use of it allows me to achieve more comfort in my life.	0 1 2 3 4 5 6 7 8 9 10	
26.	Makes me feel that I would experience an emotional loss if I had to stop being its holder.	0 1 2 3 4 5 6 7 8 9 10	
27.	Makes me think that it is action oriented.	0 1 2 3 4 5 6 7 8 9 10	
28.	Makes me think that it results in bodily experiences.	0 1 2 3 4 5 6 7 8 9 10	
29.	Makes me think I engage in physical actions & behaviours when I use the Credit Card.	0 1 2 3 4 5 6 7 8 9 10	
30.	Makes me think that I engage in a lot of thinking when I encounter the Credit Card.	0 1 2 3 4 5 6 7 8 9 10	
31.	Provides information about product & services clearly to its holder.	0 1 2 3 4 5 6 7 8 9 10	
32.	Provides information about promotions program clearly to its holder.	0 1 2 3 4 5 6 7 8 9 10	
33.	Stimulates my curiosity and problem solving.	0 1 2 3 4 5 6 7 8 9 10	

Section 5: Country of Origin			
Please circle the number which best represents your extent of agreement with the following statements:			
No.	Statements	Strongly Disagree	Strongly Agree
Foreign banks in Indonesia:			
1.	Have a high level in the use of technology & engineering advances.	0 1 2 3 4 5 6 7 8 9 10	
2.	Come from countries that are prestigious.	0 1 2 3 4 5 6 7 8 9 10	
3.	Come from countries that have a high level of status.	0 1 2 3 4 5 6 7 8 9 10	
4.	Come from countries that have a high bank reputation.	0 1 2 3 4 5 6 7 8 9 10	
5.	Come from countries that have expertise in banking services.	0 1 2 3 4 5 6 7 8 9 10	
6.	Come from countries that are reliable in banking products & services.	0 1 2 3 4 5 6 7 8 9 10	
7.	Come from countries with consistency of quality banking products & services overtime.	0 1 2 3 4 5 6 7 8 9 10	
8.	Come from countries that have products & services offering good value for money.	0 1 2 3 4 5 6 7 8 9 10	
9.	Come from countries that have raised standards of living.	0 1 2 3 4 5 6 7 8 9 10	
10.	Come from countries that have high quality in services.	0 1 2 3 4 5 6 7 8 9 10	

Section 6: Purchase Intentions of Foreign Bank Savings			
Please circle the number which best represents your extent of agreement with the following statements:			
No.	Statements	Strongly Disagree	Strongly Agree
1.	I intend to conduct transactions with my Savings Account in this bank frequently.	0 1 2 3 4 5 6 7 8 9 10	
2.	I intend to increase my transactions in this bank.	0 1 2 3 4 5 6 7 8 9 10	
3.	I plan to use other services (e.g. debit card, mobile/internet banking) as a Savings Account customer in this bank.	0 1 2 3 4 5 6 7 8 9 10	
4.	I intend to maintain the savings account relationship I have with this bank.	0 1 2 3 4 5 6 7 8 9 10	
5.	I will continue to be a Savings Account customer in this bank.	0 1 2 3 4 5 6 7 8 9 10	
6.	I would not open another savings account that gives higher interest than this bank.	0 1 2 3 4 5 6 7 8 9 10	
7.	I would not open another savings account that charges lower administration fees than this bank.	0 1 2 3 4 5 6 7 8 9 10	
8.	I would not open another savings account that offers more benefits than this bank.	0 1 2 3 4 5 6 7 8 9 10	
9.	I would positively recommend this bank to other people.	0 1 2 3 4 5 6 7 8 9 10	

Section 7: Purchase Intentions of Foreign Bank Credit Card												
Please circle the number which best represents your extent of agreement with the following statements:												
No.	Statements	Strongly Disagree					Strongly Agree					
1.	I intend to use this bank Credit Card frequently.	0	1	2	3	4	5	6	7	8	9	10
2.	I intend to increase transactions by using this bank Credit Card.	0	1	2	3	4	5	6	7	8	9	10
3.	I plan to use additional services on this bank Credit Card.	0	1	2	3	4	5	6	7	8	9	10
4.	I intend to maintain the credit card relationship I have with this bank.	0	1	2	3	4	5	6	7	8	9	10
5.	I will continue to use a this bank Credit Card.	0	1	2	3	4	5	6	7	8	9	10
6.	I would not use another credit card that charges lower interest than this bank Credit Card.	0	1	2	3	4	5	6	7	8	9	10
7.	I would not use another credit card that charges lower annual fees than this bank Credit Card.	0	1	2	3	4	5	6	7	8	9	10
8.	I would not use another credit card that offers more benefits than this bank Credit Card.	0	1	2	3	4	5	6	7	8	9	10
9.	I would positively recommend this bank Credit Cards to other people.	0	1	2	3	4	5	6	7	8	9	10

Section 8: Social-class Consciousness												
Please circle the number which best represents your extent of agreement with the following statements:												
No.	Statements	Strongly Disagree					Strongly Agree					
1.	I agree that Indonesia is truly a land of opportunity and that people get pretty much what's coming to them here.	0	1	2	3	4	5	6	7	8	9	10
2.	I think that all the modern scientific inventions of new machines and materials will result in a better standard of living for all of us.	0	1	2	3	4	5	6	7	8	9	10
3.	I think on the whole people in Indonesia take religion too seriously.	0	1	2	3	4	5	6	7	8	9	10
4.	The most important job for the government is to make it that there are good opportunities for each person to get ahead on his/ her own.	0	1	2	3	4	5	6	7	8	9	10
5.	The most important job for the government is to guarantee every person a decent and steady job and standard of living	0	1	2	3	4	5	6	7	8	9	10
6.	I think there are some professions that get too much pay.	0	1	2	3	4	5	6	7	8	9	10
7.	I think there are some professions that do not get enough pay.	0	1	2	3	4	5	6	7	8	9	10
8.	I am satisfied with my present job.	0	1	2	3	4	5	6	7	8	9	10
9.	I think my pay or salary is as high as it should be.	0	1	2	3	4	5	6	7	8	9	10
10.	I think working people are usually fairly and squarely treated by their employers.	0	1	2	3	4	5	6	7	8	9	10
11.	I think I have a good chance to get ahead in my present line of work.	0	1	2	3	4	5	6	7	8	9	10
12.	I think belonging to a union usually has positive impact for my chances for advancement in their jobs	0	1	2	3	4	5	6	7	8	9	10
13.	I think I have as good a chance to enjoy life as I should have.	0	1	2	3	4	5	6	7	8	9	10
14.	I think woman's place should be free to take jobs outside the home if they want them.	0	1	2	3	4	5	6	7	8	9	10
15.	I think most people who are successful are successful because of ability.	0	1	2	3	4	5	6	7	8	9	10
16.	I think most people who are successful are successful because of luck.	0	1	2	3	4	5	6	7	8	9	10
17.	I think most people who are successful are successful because of pull.	0	1	2	3	4	5	6	7	8	9	10
18.	I think most people who are successful are successful because of their better opportunities.	0	1	2	3	4	5	6	7	8	9	10
19.	I think most people who are successful are successful because of a combination of luck, pull and better opportunities.	0	1	2	3	4	5	6	7	8	9	10
20.	In deciding whether a person belongs to your social class or not, these other things is important to know:											
	a. Political and economic concerns.	0	1	2	3	4	5	6	7	8	9	10
	b. Education.	0	1	2	3	4	5	6	7	8	9	10
	c. Family.	0	1	2	3	4	5	6	7	8	9	10
	d. Wealth, income.	0	1	2	3	4	5	6	7	8	9	10
	e. Character and Morals.	0	1	2	3	4	5	6	7	8	9	10
	f. Occupation.	0	1	2	3	4	5	6	7	8	9	10
	g. Personality, Appearance.	0	1	2	3	4	5	6	7	8	9	10
	h. Behaviour, Manners.	0	1	2	3	4	5	6	7	8	9	10
	i. Ability, Achievements.	0	1	2	3	4	5	6	7	8	9	10
	j. Intelligence.	0	1	2	3	4	5	6	7	8	9	10
	k. Way of life.	0	1	2	3	4	5	6	7	8	9	10
	l. Associate and club membership.	0	1	2	3	4	5	6	7	8	9	10
	m. Leisure.	0	1	2	3	4	5	6	7	8	9	10
	n. Personal experience.	0	1	2	3	4	5	6	7	8	9	10

Section 8: Social-class Consciousness												
Please circle the number which best represents your extent of agreement with the following statements:												
No.	Statements	Strongly Disagree					Strongly Agree					
	o. Religious beliefs.	0	1	2	3	4	5	6	7	8	9	10
	p. Ethnics.	0	1	2	3	4	5	6	7	8	9	10
	q. Section of the country (urban – rural).	0	1	2	3	4	5	6	7	8	9	10
21.	Listed below are kinds of jobs which I would choose:											
	a. A job where you could be a leader.	0	1	2	3	4	5	6	7	8	9	10
	b. A very interesting job.	0	1	2	3	4	5	6	7	8	9	10
	c. A job where you would be looked upon very highly by your fellow men.	0	1	2	3	4	5	6	7	8	9	10
	d. A job where you could be boss.	0	1	2	3	4	5	6	7	8	9	10
	e. A job which you were absolutely sure of keeping.	0	1	2	3	4	5	6	7	8	9	10
	f. A job where you could express your feelings, ideas, talent, or skill.	0	1	2	3	4	5	6	7	8	9	10
	g. A very highly paid job.	0	1	2	3	4	5	6	7	8	9	10
	h. A job where you could make a name for yourself or become famous.	0	1	2	3	4	5	6	7	8	9	10
	i. A job where you could help other people.	0	1	2	3	4	5	6	7	8	9	10
	j. A job where you could work more or less on your own.	0	1	2	3	4	5	6	7	8	9	10
22.	Listed below is my class desires and values:											
	a. Power.	0	1	2	3	4	5	6	7	8	9	10
	b. Self-expression.	0	1	2	3	4	5	6	7	8	9	10
	c. Esteem.	0	1	2	3	4	5	6	7	8	9	10
	d. Security.	0	1	2	3	4	5	6	7	8	9	10
	e. Profit.	0	1	2	3	4	5	6	7	8	9	10
	f. Independence.	0	1	2	3	4	5	6	7	8	9	10
	g. Leadership.	0	1	2	3	4	5	6	7	8	9	10
	h. Social service.	0	1	2	3	4	5	6	7	8	9	10
	i. Fame.	0	1	2	3	4	5	6	7	8	9	10
	j. Interesting.	0	1	2	3	4	5	6	7	8	9	10

Section 9: Self-Consciousness												
Please circle the number which best represents your extent of agreement with the following statements:												
No.	Statements	Strongly Disagree					Strongly Agree					
1.	I'm always trying to figure myself out.	0	1	2	3	4	5	6	7	8	9	10
2.	Generally, I'm not very aware of myself.	0	1	2	3	4	5	6	7	8	9	10
3.	I reflect about myself a lot.	0	1	2	3	4	5	6	7	8	9	10
4.	I'm often the subject of my own fantasies.	0	1	2	3	4	5	6	7	8	9	10
5.	I never scrutinize myself.	0	1	2	3	4	5	6	7	8	9	10
6.	I'm generally attentive to my inner feelings.	0	1	2	3	4	5	6	7	8	9	10
7.	I'm constantly examining my motives.	0	1	2	3	4	5	6	7	8	9	10
8.	I sometimes have the feeling that I'm off somewhere watching myself.	0	1	2	3	4	5	6	7	8	9	10
9.	I'm alert to changes in my mood.	0	1	2	3	4	5	6	7	8	9	10
10.	I'm aware of the way my mind works when I work through a problem.	0	1	2	3	4	5	6	7	8	9	10
11.	I'm concerned about my style of doing things.	0	1	2	3	4	5	6	7	8	9	10
12.	I'm concerned about the way I present myself.	0	1	2	3	4	5	6	7	8	9	10
13.	I'm self-conscious about the way I look.	0	1	2	3	4	5	6	7	8	9	10
14.	I usually worry about making a good impression.	0	1	2	3	4	5	6	7	8	9	10
15.	One of the last things I do before I leave my house is look in the mirror.	0	1	2	3	4	5	6	7	8	9	10
16.	I'm concerned about what other people think of me.	0	1	2	3	4	5	6	7	8	9	10
17.	I'm usually aware of my appearance.	0	1	2	3	4	5	6	7	8	9	10
18.	It takes me time to overcome my shyness in new situations.	0	1	2	3	4	5	6	7	8	9	10
19.	I have trouble working when someone is watching me.	0	1	2	3	4	5	6	7	8	9	10
20.	I get embarrassed very easily.	0	1	2	3	4	5	6	7	8	9	10
21.	I don't find it hard to talk to strangers.	0	1	2	3	4	5	6	7	8	9	10
22.	I feel anxious when I speak in front of a group.	0	1	2	3	4	5	6	7	8	9	10
23.	Large groups make me nervous.	0	1	2	3	4	5	6	7	8	9	10

Section 10: Animosity toward Other Countries												
Please circle the number which best represents your extent of agreement with the following statements:												
No.	Statements	Strongly Disagree					Strongly Agree					
1.	I dislike the USA.	0	1	2	3	4	5	6	7	8	9	10
2.	I feel angry towards Americans.	0	1	2	3	4	5	6	7	8	9	10
3.	The USA is a friend of my country only in good times.	0	1	2	3	4	5	6	7	8	9	10
4.	The USA has never been fair to my country.	0	1	2	3	4	5	6	7	8	9	10
5.	The USA's power has too much influence on Indonesia's domestic politics.	0	1	2	3	4	5	6	7	8	9	10
6.	The USA is not important for Indonesian political stability.	0	1	2	3	4	5	6	7	8	9	10
7.	The USA is not reliable trading partner.	0	1	2	3	4	5	6	7	8	9	10
8.	The USA wants to gain economic power over Indonesia.	0	1	2	3	4	5	6	7	8	9	10
9.	The USA is taking advantage of Indonesia.	0	1	2	3	4	5	6	7	8	9	10
10.	The USA's power has too much economic influence in Indonesia.	0	1	2	3	4	5	6	7	8	9	10
11.	The USA is doing business unfairly with Indonesia.	0	1	2	3	4	5	6	7	8	9	10
12.	I dislike China.	0	1	2	3	4	5	6	7	8	9	10
13.	I feel angry towards Chinese.	0	1	2	3	4	5	6	7	8	9	10
14.	China is a friend of my country only in good times.	0	1	2	3	4	5	6	7	8	9	10
15.	China has never been fair to my country.	0	1	2	3	4	5	6	7	8	9	10
16.	China's power has too much influence on Indonesia's domestic politics.	0	1	2	3	4	5	6	7	8	9	10
17.	China is not important for Indonesian political stability.	0	1	2	3	4	5	6	7	8	9	10
18.	China is not reliable trading partner.	0	1	2	3	4	5	6	7	8	9	10
19.	China wants to gain economic power over Indonesia.	0	1	2	3	4	5	6	7	8	9	10
20.	China is taking advantage of Indonesia.	0	1	2	3	4	5	6	7	8	9	10
21.	China's power has too much economic influence in Indonesia.	0	1	2	3	4	5	6	7	8	9	10
22.	China is doing business unfairly with Indonesia.	0	1	2	3	4	5	6	7	8	9	10

Section 11: If you use any of these Bank Products please rate their importance to you.												
Please circle the number which best represents your extent of agreement with the following statements:												
No.	Statements	Very Unimportant					Very Important					
1.	The following bank products are:											
2.	Savings Account.	0	1	2	3	4	5	6	7	8	9	10
3.	Deposit Account.	0	1	2	3	4	5	6	7	8	9	10
4.	Credit Card.	0	1	2	3	4	5	6	7	8	9	10
5.	Prepaid Debit Card.	0	1	2	3	4	5	6	7	8	9	10
6.	Investment: Government Bonds.	0	1	2	3	4	5	6	7	8	9	10
7.	Investment: Mutual Funds.	0	1	2	3	4	5	6	7	8	9	10
8.	Regular Investment Plans.	0	1	2	3	4	5	6	7	8	9	10
9.	Cash Loans.	0	1	2	3	4	5	6	7	8	9	10
10.	Bancassurance: Health Insurance.	0	1	2	3	4	5	6	7	8	9	10
11.	Bancassurance: Education Insurance.	0	1	2	3	4	5	6	7	8	9	10
12.	Bancassurance: Family Protection.	0	1	2	3	4	5	6	7	8	9	10

Section 12: Description of Respondents (Please circle relevant number for each question. Circle more than one where appropriate):

- Age:**

(1) 25 – 29 years (3) 35 – 39 years (5) 45 – 50 years (7) > 55 years
(2) 30 – 34 years (4) 40 – 44 years (6) 51 – 55 years
- Gender:**

(1) Male (2) Female
- Ancestry:**

(1) Javanese (5) Balinese (9) Minangkabau
(2) Sundanese (6) Betawi (10) Batak
(3) Madurese (7) Banjar (11) Others: _____ (please mention)

4. Education:

- | | | |
|----------------------------------|------------------------|------------------------|
| (1) Completed Elementary School | (4) Completed College | (7) Completed Doctoral |
| (2) Completed Junior High School | (5) Completed Bachelor | |
| (3) Completed Senior High School | (6) Completed Master | |
-

5. Parental Education:

- | | | |
|----------------------------------|------------------------|------------------------|
| (1) Completed Elementary School | (4) Completed College | (7) Completed Doctoral |
| (2) Completed Junior High School | (5) Completed Bachelor | |
| (3) Completed Senior High School | (6) Completed Master | |
-

6. Occupation:

- | | | |
|------------------------------|----------------------|------------------------------------|
| (1) Public company employee | (4) Teacher/Lecturer | (7) Army |
| (2) Private company employee | (5) Doctor | (8) Housewife |
| (3) Entrepreneur | (6) Lawyer | (9) Others: _____ (please mention) |
-

7. Monthly Expenses:

- | | | |
|---------------------------|-------------------------------|---------------------|
| (1) < Rp. 600.000 | (3) Rp. 900.001 – 1.750.000 | (5) > Rp. 2.500.000 |
| (2) Rp. 600.000 – 900.000 | (4) Rp. 1.750.001 – 2.500.000 | |
-

8. Interests and Hobbies:

- | | | |
|--------------------------------|-----------------|------------------------------------|
| (1) Business | (4) Art | (7) Movies |
| (2) Information and technology | (5) Photography | (8) Automotive |
| (3) Sports | (6) Fashion | (9) Others: _____ (please mention) |
-

9. What triggered you to choose this bank Savings Account?

- | | | |
|-------------------------------|------------------------|--|
| (1) Brand name | (3) Promotion programs | (5) Family/friend/colleague recommendation |
| (2) Its benefits and features | (4) Advertisement | (6) Others: _____ (please mention) |
-

10. How long have you been a customer of this bank Savings Account?

- | | | |
|-----------------|-----------------|---------------|
| (1) < 1 year | (3) 3 – 4 years | (5) > 6 years |
| (2) 1 – 2 years | (4) 5 – 6 years | |
-

11. How averages do you do transaction in this bank?

- | | | |
|-------------|------------------------|--------------|
| (1) Weekly | (3) Every three months | (5) Annually |
| (2) Monthly | (4) Every half year | |
-

12. How much the average money do you save in a month?

- | | | |
|---------------------------|-------------------------------|---------------------|
| (1) < Rp. 500.000 | (3) Rp. 750.001 – 1.000.000 | (5) > Rp. 1.250.000 |
| (2) Rp. 500.001 – 750.000 | (4) Rp. 1.000.001 – 1.250.000 | |
-

13. Do you have another savings account from other banks?

- | | |
|---------|---|
| (1) Yes | (2) No (continue to question number 15) |
|---------|---|
-

14. What banks have you chosen for your savings account?

- | | | | |
|-------------|-------------|-------------------|-------------------------------------|
| (1) BRI | (5) Danamon | (9) HSBC | (13) Bank Muamalat |
| (2) Mandiri | (6) Permata | (10) CIMB Niaga | (14) Bank Syariah BRI |
| (3) BNI | (7) BCA | (11) Bank Mega | (15) Bank Syariah Mandiri |
| (4) BTN | (8) BII | (12) Bank Bukopin | (16) Others: _____ (please mention) |
-

15. What triggered you to choose Credit Card of this bank?

- | | | |
|-------------------------------|------------------------|--|
| (1) Brand name of the bank | (3) Promotion programs | (5) Family/friend/colleague recommendation |
| (2) Its benefits and features | (4) Advertisement | (6) Others: _____ (please mention) |
-

16. How long have you used this Credit Card?

- | | | |
|----------------|----------------|---------------|
| (1) < 1 year | (3) 3 – 4 year | (5) > 6 years |
| (2) 1 – 2 year | (4) 5 – 6 year | |
-

17. How average this Credit Card do you use?

- | | | |
|-------------|------------------------|--------------|
| (1) Weekly | (3) Every three months | (5) Annually |
| (2) Monthly | (4) Every half year | |
-

18. How much the average money spent for this Credit Card do you use in a month?

- | | | |
|-------------------------------|--------------------------------|----------------------|
| (1) < Rp. 1.000.000 | (3) Rp. 2.000.001 – 5.000.000 | (5) > Rp. 10.000.000 |
| (2) Rp. 1.000.000 – 2.000.000 | (4) Rp. 5.000.001 – 10.000.000 | |
-

19. Do you have another credit card?

- (1) Yes _____ (2) No (please continue to question number 21) _____

20. What other credit cards do you use?

- | | | | |
|------------------------|--------------|---------------|-------------------------------------|
| (1) BCA | (5) Mandiri | (9) Bank Mega | (13) Permata |
| (2) Panin | (6) HSBC | (10) BRI | (14) Lippo |
| (3) Standard Chartered | (7) GE Money | (11) Danamon | (15) Amro Bank |
| (4) BNI | (8) Niaga | (12) BII | (16) Others: _____ (please mention) |

21. What is other this bank's product do you use? (please mention the product)

- (1) Banking: _____
(2) Investment: _____
(3) Loan: _____
(4) Insurance: _____

Thank you for participating

Appendix B:
Questionnaire in Bahasa Indonesia



**Rancangan Suatu Model Minat Pembelian Berdasarkan Teori Utilitas:
Suatu Studi terhadap Bank Asing di Indonesia
INFORMATION SHEET FOR PARTICIPANTS**

- a) Mohon perhatian Anda untuk mengisi kuesioner berikut.
- b) Pengisian kuesioner memerlukan waktu 20 menit.
- c) Semua informasi yang dikumpulkan melalui kuesioner akan dijaga kerahasiaannya dan nama Anda tidak akan digunakan dalam studi ini.
- d) Semua data sifatnya agregat sehingga tidak mengikat dan/atau tidak akan ada *link* dengan Anda.
- e) Semua data akan tersimpan aman di Curtin University sesuai dengan petunjuk *the Australian national protocol* untuk keperluan etika penelitian.
- f) Fokus studi ini pada pola perilaku dan intensitas konsumen dalam perbankan.
- g) Kuesioner terkait dengan faktor-faktor yang mempengaruhi dalam perbankan.
- h) Pihak yang dapat dihubungi: Fatimah Muchtar

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Survei Minat Pembelian Nasabah Perbankan Indonesia



INFORMASI DAN INSTRUKSI UMUM

4. Survei ini didesain untuk mengungkap faktor-faktor yang memengaruhi minat pembelian Anda .
5. Lingkari satu angka untuk tiap pertanyaan.
6. Kerahasiaan dijamin. Informasi hanya akan digunakan secara agregat.

Bagian 1: Etnosentrisme Nasabah

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Sangat Setuju
1.	Orang Indonesia harus selalu mendahulukan membeli produk buatan Indonesia daripada produk impor.	0 1 2 3 4 5 6 7 8 9 10	
2.	Hanya produk-produk yang tidak tersedia di Indonesia yang boleh diimpor.	0 1 2 3 4 5 6 7 8 9 10	
3.	Membeli produk buatan Indonesia berarti membantu Indonesia tetap berdenyut.	0 1 2 3 4 5 6 7 8 9 10	
4.	Produk Indonesia, di atas segalanya.	0 1 2 3 4 5 6 7 8 9 10	
5.	Membeli produk buatan asing bukan tindakan orang Indonesia sejati.	0 1 2 3 4 5 6 7 8 9 10	
6.	Membeli produk asing bukan tindakan yang benar karena akan mengakibatkan banyak orang Indonesia kehilangan kesempatan kerja.	0 1 2 3 4 5 6 7 8 9 10	
7.	Orang Indonesia sejati harus selalu membeli produk buatan Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
8.	Kita harus membeli produk yang dibuat di Indonesia agar bukan Negara lain yang memperoleh kekayaan dari kita.	0 1 2 3 4 5 6 7 8 9 10	
9.	Membeli produk Indonesia selalu merupakan pilihan terbaik.	0 1 2 3 4 5 6 7 8 9 10	
10.	Perdagangan atau pembelian barang dari Negara lain tidak boleh dilakukan kecuali benar-benar diperlukan.	0 1 2 3 4 5 6 7 8 9 10	
11.	Orang Indonesia tidak boleh membeli produk asing karena akan memberi dampak negatif kondisi bisnis di Indonesia serta mengakibatkan pengangguran.	0 1 2 3 4 5 6 7 8 9 10	
12.	Harus ditetapkan pembatasan untuk segala jenis impor.	0 1 2 3 4 5 6 7 8 9 10	
13.	Meski dalam jangka panjang akan membebani, namun saya tetap lebih memilih mendukung produk Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
14.	Pihak asing tidak boleh diizinkan untuk menjual produk mereka di pasar kita.	0 1 2 3 4 5 6 7 8 9 10	
15.	Produk asing harus dikenakan pajak yang tinggi untuk mengurangi kehadirannya di Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
16.	Kita hanya boleh membeli dari pihak asing produk yang tidak dapat kita peroleh di dalam negeri.	0 1 2 3 4 5 6 7 8 9 10	
17.	Orang Indonesia yang membeli produk buatan Negara lain harus bertanggung jawab karena telah turut mengakibatkan saudara sebangsa mereka kehilangan kesempatan kerja.	0 1 2 3 4 5 6 7 8 9 10	

Bagian 2: Kepercayaan

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Sangat Setuju
1.	Bank asing ini selalu menepati janji kepada nasabah.	0 1 2 3 4 5 6 7 8 9 10	
2.	Bank asing ini selalu bersikap jujur kepada nasabah.	0 1 2 3 4 5 6 7 8 9 10	
3.	Saya percaya dengan informasi yang diberikan bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
4.	Bank asing ini benar-benar berkepentingan agar transaksi saya berlangsung aman.	0 1 2 3 4 5 6 7 8 9 10	
5.	Bank asing ini tampak peduli dengan kebutuhan-kebutuhan saya.	0 1 2 3 4 5 6 7 8 9 10	
6.	Bank asing ini tampak peduli dengan proses pengambilan keputusan yang saya lakukan.	0 1 2 3 4 5 6 7 8 9 10	
7.	Saya percaya bank asing ini akan memperhatikan segala kepentingan saya.	0 1 2 3 4 5 6 7 8 9 10	
8.	Saya percaya bahwa bank asing ini memiliki kredibilitas.	0 1 2 3 4 5 6 7 8 9 10	
9.	Saya percaya bank asing ini akan menjaga komitmen.	0 1 2 3 4 5 6 7 8 9 10	
10.	Bank asing ini bersikap sangat terbuka kepada para nasabah.	0 1 2 3 4 5 6 7 8 9 10	
11.	Bank asing ini layak dipercaya.	0 1 2 3 4 5 6 7 8 9 10	

Bagian 3: Pengalaman sebagai Nasabah Bank Asing

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Sangat Setuju
Bank asing ini:			
1.	Memiliki penampilan professional, memberikan kesan yang kuat kepada saya.	0 1 2 3 4 5 6 7 8 9 10	
2.	Memiliki atmosfir nyaman pada setiap cabangnya, memberikan kesan yang kuat kepada saya.	0 1 2 3 4 5 6 7 8 9 10	
3.	Memiliki lingkungan yang nyaman bagi pelanggan untuk menunggu, memberikan kesan yang kuat kepada saya.	0 1 2 3 4 5 6 7 8 9 10	
4.	Memiliki layanan yang banyak dan bervariasi, memberikan kesan yang kuat kepada saya.	0 1 2 3 4 5 6 7 8 9 10	
5.	Memiliki fasilitas-fasilitas fisik, memberikan kesan yang kuat kepada saya.	0 1 2 3 4 5 6 7 8 9 10	
6.	Memiliki fasilitas ATM, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
7.	Memiliki kemampuan untuk membuka rekening & melakukan transaksi dengan cepat, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
8.	Memiliki karyawan yang memahami mengenai semua layanan yang disediakan lembaga tersebut, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
9.	Memiliki karyawan dengan pengetahuan mutakhir, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
10.	Informasi yang diberikan oleh karyawannya selalu sangat bermanfaat, menjadi daya tarik bagi saya	0 1 2 3 4 5 6 7 8 9 10	
11.	Memiliki layanan yang secara keseluruhan benar, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
12.	Memiliki kualitas layanan yang selalu terpelihara, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
13.	Memiliki komitmen untuk memberikan waktu kepada tiap konsumen, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
14.	Memiliki komitmen untuk menjaga kerahasiaan informasi transaksi, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
15.	Memiliki komitmen untuk memudahkan penanganan kebutuhan perbankan saya, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
16.	Merespon secara sukarela permintaan nasabah, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
17.	Para karyawan memberikan perhatian secara personal, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
18.	Memberikan prioritas pada perlakuan menyangkut antrian/ waktu antrian, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
19.	Memberikan pengalaman yang sebanding dengan biaya, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
20.	Memberikan dorongan emosional yang kuat untuk memiliki Rekening Tabungan di bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
21.	Membuat saya merasa bahwa Rekening Tabungan di bank asing ini merupakan sebuah merek emosional.	0 1 2 3 4 5 6 7 8 9 10	
22.	Membuat saya merasa bahwa penggunaan Rekening Tabungan di bank asing ini memungkinkan saya memperoleh lebih banyak kenyamanan dalam hidup.	0 1 2 3 4 5 6 7 8 9 10	
23.	Membuat saya merasa bahwa saya akan mengalami kerugian emosional jika berhenti menjadi nasabah Rekening Tabungan di bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
24.	Membuat saya berpikir bahwa layanan di bank asing ini berorientasi aksi.	0 1 2 3 4 5 6 7 8 9 10	
25.	Membuat saya berpikir bahwa menjadi nasabah Rekening Tabungan di bank asing ini memberikan pengalaman nyata.	0 1 2 3 4 5 6 7 8 9 10	
26.	Membuat saya berpikir bahwa saya terlibat dalam aksi & perilaku fisik ketika bertransaksi melalui bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
27.	Membuat saya berpikir bahwa saya melakukan banyak pertimbangan ketika menghadapi Rekening Tabungan di bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
28.	Memberikan informasi mengenai produk & layanan secara jelas kepada nasabah.	0 1 2 3 4 5 6 7 8 9 10	
29.	Memberikan informasi mengenai program promosi secara jelas kepada nasabah.	0 1 2 3 4 5 6 7 8 9 10	
30.	Menstimulasi keingintahuan & keterampilan pemecahan masalah saya.	0 1 2 3 4 5 6 7 8 9 10	

Bagian 4: Pengalaman Menggunakan Kartu Kredit Bank Asing

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Sangat Setuju
Kartu Kredit bank asing ini:			
1.	Menarik secara sensorik.	0 1 2 3 4 5 6 7 8 9 10	
2.	Memberikan kesan kuat bagi saya baik dari segi visual maupun segi lainnya.	0 1 2 3 4 5 6 7 8 9 10	
3.	Diklaim sebagai produk yang diterima di seluruh dunia, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
4.	Memberikan kerahasiaan informasi transaksi, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
5.	Memiliki desain, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
6.	Memiliki pilihan produk, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
7.	Memiliki <i>benefit</i> , menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
8.	Memiliki iklan, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
9.	Memiliki tingkat bunga, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
10.	Memiliki biaya tahunan yang wajar, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
11.	Memiliki program ganjaran (<i>reward</i>) yang menarik, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
12.	Memberikan kemudahan proses pembayaran tagihan, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
13.	Memiliki kemampuan untuk mengadakan transaksi secara akurat, menjadi daya tarik bagi saya.	0 1 2 3 4 5 6 7 8 9 10	
14.	Memiliki aktivitas hubungan nasabah, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
15.	Memberikan kenyamanan transaksi, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
16.	Memberikan layanan umpan balik pelanggan, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
17.	Memiliki kemampuan untuk menangani keluhan secara memuaskan dan memecahkan masalah kartu kredit nasabah segera atau dalam waktu 7 hari dan 24 jam, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
18.	Memiliki fitur-fitur yang memenuhi eskpektasi pelanggan, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
19.	Menjamin semua transaksi dapat diselesaikan, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
20.	Memiliki catatan akurat bahwa semua transaksi telah diselesaikan, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
21.	Menedukasi nasabah mengenai cara menggunakan produk, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
22.	Memberikan pengalaman yang sebanding dengan biaya, menghadirkan perasaan & sentimen positif.	0 1 2 3 4 5 6 7 8 9 10	
23.	Membuat saya merasakan hubungan emosional yang kuat dengan produk.	0 1 2 3 4 5 6 7 8 9 10	
24.	Membuat saya merasakan Kartu Kredit bank asing ini sebagai merek emosional.	0 1 2 3 4 5 6 7 8 9 10	
25.	Membuat saya merasa bahwa penggunaan Kartu Kredit bank asing ini memungkinkan saya memperoleh lebih banyak kenyamanan dalam hidup.	0 1 2 3 4 5 6 7 8 9 10	
26.	Membuat saya merasa bahwa saya akan mengalami kerugian emosional jika berhenti menjadi pemegang Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
27.	Membuat saya berpikir bahwa Kartu Kredit bank asing ini berorientasi aksi.	0 1 2 3 4 5 6 7 8 9 10	
28.	Membuat saya berpikir bahwa Kartu Kredit bank asing ini memberikan pengalaman fisik.	0 1 2 3 4 5 6 7 8 9 10	
29.	Membuat saya berpikir bahwa saya terlibat dalam aksi dan perilaku fisik ketika menghadapi Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
30.	Membuat saya berpikir bahwa saya melakukan banyak pertimbangan ketika menghadapi Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
31.	Memberikan informasi mengenai produk & layanan secara jelas kepada nasabah.	0 1 2 3 4 5 6 7 8 9 10	
32.	Memberikan informasi mengenai program promosi secara jelas kepada nasabah.	0 1 2 3 4 5 6 7 8 9 10	
33.	Menstimulasi keingintahuan & keterampilan pemecahan masalah saya.	0 1 2 3 4 5 6 7 8 9 10	

Bagian 5: Negara Asal

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Sangat Setuju
Bank Asing di Indonesia:			
1.	Memiliki tingkatan penggunaan teknologi dan kemajuan perekayasaan yang tinggi.	0 1 2 3 4 5 6 7 8 9 10	
2.	Berasal dari negara-negara yang prestisius.	0 1 2 3 4 5 6 7 8 9 10	
3.	Berasal dari negara-negara dengan status tinggi.	0 1 2 3 4 5 6 7 8 9 10	
4.	Berasal dari negara-negara dengan reputasi perbankan tinggi.	0 1 2 3 4 5 6 7 8 9 10	
5.	Berasal dari negara-negara yang memiliki keahlian dalam layanan perbankan.	0 1 2 3 4 5 6 7 8 9 10	
6.	Berasal dari negara-negara yang andal dalam hal produk dan layanan perbankan.	0 1 2 3 4 5 6 7 8 9 10	
7.	Berasal dari negara-negara dengan konsistensi kualitas produk dan layanan perbankan.	0 1 2 3 4 5 6 7 8 9 10	
8.	Berasal dari negara-negara dengan produk dan layanan perbankan yang sesuai dengan harganya (<i>value for money</i>).	0 1 2 3 4 5 6 7 8 9 10	
9.	Berasal dari negara-negara dengan standar hidup tinggi.	0 1 2 3 4 5 6 7 8 9 10	
10.	Berasal dari negara-negara dengan kualitas layanan yang tinggi.	0 1 2 3 4 5 6 7 8 9 10	

Bagian 6: Minat Pembelian Tabungan Bank Asing

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Sangat Setuju
1.	Saya akan sering mengadakan transaksi melalui Rekening Tabungan di bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
2.	Saya akan meningkatkan transaksi di bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
3.	Saya berencana menggunakan layanan lain (misalnya kartu debit, perbankan bergerak/ internet) sebagai nasabah Rekening Tabungan di bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
4.	Saya akan menjaga hubungan dengan bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
5.	Saya akan terus menjadi nasabah Rekening Tabungan di bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
6.	Saya tidak akan membuka rekening tabungan lain meski memberikan bunga lebih tinggi dari bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
7.	Saya tidak akan membuka rekening tabungan lain meskipun biaya administrasinya lebih rendah daripada yang ditetapkan bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
8.	Saya tidak akan membuka rekening tabungan lain meskipun menawarkan benefit lebih banyak dari bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
9.	Saya akan secara positif merekomendasikan bank asing ini kepada orang lain.	0 1 2 3 4 5 6 7 8 9 10	

Bagian 7: Minat Pembelian Kartu Kredit Bank Asing

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Sangat Setuju
1.	Saya berniat akan sering menggunakan Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
2.	Saya bermaksud meningkatkan transaksi menggunakan Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
3.	Saya berencana menggunakan layanan tambahan Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
4.	Saya bermaksud menjaga hubungan dengan bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
5.	Saya akan terus menggunakan Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
6.	Saya tidak akan menggunakan kartu kredit lain meski mengenakan bunga lebih rendah dari Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
7.	Saya tidak akan menggunakan kartu kredit lain meski mengenakan biaya tahunan lebih rendah dari Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
8.	Saya tidak akan menggunakan kartu kredit lain meski menawarkan benefit lebih banyak dari Kartu Kredit bank asing ini.	0 1 2 3 4 5 6 7 8 9 10	
9.	Saya akan secara positif merekomendasikan Kartu Kredit bank asing ini kepada orang lain.	0 1 2 3 4 5 6 7 8 9 10	

Bagian 8: Kesadaran Kelas Sosial

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Setuju	Sangat
1.	Saya setuju bahwa Indonesia merupakan negeri yang memberikan harapan sehingga banyak orang yang datang ke sini.	0	1 2 3 4 5 6 7 8 9	10
2.	Saya pikir bahwa semua temuan-temuan ilmiah, mesin & alat-alat akan memberikan standar hidup yang lebih baik.	0	1 2 3 4 5 6 7 8 9	10
3.	Menurut saya secara keseluruhan orang Indonesia menjalani agamanya terlalu serius.	0	1 2 3 4 5 6 7 8 9	10
4.	Tugas pemerintah yang terpenting adalah untuk menjamin adanya kesempatan setiap orang untuk maju.	0	1 2 3 4 5 6 7 8 9	10
5.	Tugas pemerintah yang terpenting adalah untuk menjamin standard hidup layak setiap orang.	0	1 2 3 4 5 6 7 8 9	10
6.	Saya pikir ada profesi – profesi yang mendapatkan imbalan yang berlebihan.	0	1 2 3 4 5 6 7 8 9	10
7.	Saya pikir ada profesi – profesi yang dibayar tidak cukup.	0	1 2 3 4 5 6 7 8 9	10
8.	Saya puas dengan pekerjaan saya sekarang.	0	1 2 3 4 5 6 7 8 9	10
9.	Saya pikir gaji saya sebesar yang memang seharusnya saya terima.	0	1 2 3 4 5 6 7 8 9	10
10.	Saya pikir orang yang bekerja diperlakukan secara adil oleh induk semangnya.	0	1 2 3 4 5 6 7 8 9	10
11.	Saya pikir saya mendapatkan kesempatan untuk sukses di dalam karir saya.	0	1 2 3 4 5 6 7 8 9	10
12.	Saya pikir menjadi anggota suatu asosiasi memberikan kesempatan untuk kenaikan pangkat dalam pekerjaan.	0	1 2 3 4 5 6 7 8 9	10
13.	Saya pikir saya memiliki kesempatan baik untuk menikmati hidup seperti yang seharusnya saya dapatkan.	0	1 2 3 4 5 6 7 8 9	10
14.	Saya pikir wanita seharusnya dapat memilih pekerjaan di luar rumah apabila mereka menginginkannya.	0	1 2 3 4 5 6 7 8 9	10
15.	Saya pikir kebanyakan orang yang sukses adalah karena kemampuannya.	0	1 2 3 4 5 6 7 8 9	10
16.	Saya pikir kebanyakan orang yang sukses adalah karena keberuntungan.	0	1 2 3 4 5 6 7 8 9	10
17.	Saya pikir kebanyakan orang yang sukses adalah karena kekuasaan.	0	1 2 3 4 5 6 7 8 9	10
18.	Saya pikir kebanyakan orang yang sukses adalah karena adanya kesempatan yang lebih baik.	0	1 2 3 4 5 6 7 8 9	10
19.	Saya pikir kebanyakan orang yang sukses adalah gabungan dari keberuntungan, kekuasaan, & kesempatan yang lebih baik.	0	1 2 3 4 5 6 7 8 9	10
20.	Di dalam memilih apakah seseorang masuk ke dalam kelas sosial saya atau bukan, terdapat beberapa hal yang perlu saya ketahui:			
	r. Perhatian terhadap masalah politik dan ekonomi.	0	1 2 3 4 5 6 7 8 9	10
	s. Pendidikan.	0	1 2 3 4 5 6 7 8 9	10
	t. Keluarga.	0	1 2 3 4 5 6 7 8 9	10
	u. Kekayaan dan penghasilan.	0	1 2 3 4 5 6 7 8 9	10
	v. Karakter dan moral.	0	1 2 3 4 5 6 7 8 9	10
	w. Pekerjaan.	0	1 2 3 4 5 6 7 8 9	10
	x. Kepribadian.	0	1 2 3 4 5 6 7 8 9	10
	y. Perilaku dan kebiasaan.	0	1 2 3 4 5 6 7 8 9	10
	z. Kemampuan dan prestasi.	0	1 2 3 4 5 6 7 8 9	10
	aa. Tingkat kecerdasan.	0	1 2 3 4 5 6 7 8 9	10
	bb. Jalan hidup.	0	1 2 3 4 5 6 7 8 9	10
	cc. Keanggotaan dalam suatu asosiasi.	0	1 2 3 4 5 6 7 8 9	10
	dd. Waktu luang.	0	1 2 3 4 5 6 7 8 9	10
	ee. Pengalaman hidup.	0	1 2 3 4 5 6 7 8 9	10
	ff. Keyakinan agama.	0	1 2 3 4 5 6 7 8 9	10
	gg. Suku bangsa.	0	1 2 3 4 5 6 7 8 9	10
	hh. Daerah tempat tinggal.	0	1 2 3 4 5 6 7 8 9	10
20.	Tercantum di bawah ini adalah jenis pekerjaan yang saya pilih:			
	k. Pekerjaan yang memungkinkan kita menjadi pemimpin.	0	1 2 3 4 5 6 7 8 9	10
	l. Pekerjaan yang menarik.	0	1 2 3 4 5 6 7 8 9	10
	m. Pekerjaan yang memungkinkan saya dipandang sangat tinggi oleh orang lain.	0	1 2 3 4 5 6 7 8 9	10
	n. Pekerjaan dimana saya dapat menjadi bos.	0	1 2 3 4 5 6 7 8 9	10

Bagian 8: Kesadaran Kelas Sosial												
Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:												
No.	Pernyataan	Sangat Tidak Setuju					Sangat Setuju					
	o. Pekerjaan yang benar – benar yakin untuk menjaga.	0	1	2	3	4	5	6	7	8	9	10
	p. Pekerjaan dimana saya dapat mengekspresikan perasaan, ide, bakat, atau keterampilan saya.	0	1	2	3	4	5	6	7	8	9	10
	q. Pekerjaan yang sangat mahal dibayar.	0	1	2	3	4	5	6	7	8	9	10
	r. Pekerjaan dimana saya dapat membuat nama saya menjadi terkenal.	0	1	2	3	4	5	6	7	8	9	10
	s. Pekerjaan dimana saya dapat menolong orang lain.	0	1	2	3	4	5	6	7	8	9	10
	t. Pekerjaan dimana saya dapat bekerja lebih atau kurang ditentukan oleh saya sendiri.	0	1	2	3	4	5	6	7	8	9	10
21.	Tercantum di bawah ini hasrat dan nilai yang dimiliki kelas sosial saya:											
	k. Kekuasaan.	0	1	2	3	4	5	6	7	8	9	10
	l. Ekspresi diri.	0	1	2	3	4	5	6	7	8	9	10
	m. Penghargaan.	0	1	2	3	4	5	6	7	8	9	10
	n. Keamanan.	0	1	2	3	4	5	6	7	8	9	10
	o. Keuntungan.	0	1	2	3	4	5	6	7	8	9	10
	p. Kebebasan.	0	1	2	3	4	5	6	7	8	9	10
	q. Kepemimpinan.	0	1	2	3	4	5	6	7	8	9	10
	r. Pelayanan sosial.	0	1	2	3	4	5	6	7	8	9	10
	s. Ketenaran.	0	1	2	3	4	5	6	7	8	9	10
	t. Daya tarik fisik.	0	1	2	3	4	5	6	7	8	9	10

Bagian 9: Kesadaran Diri												
Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:												
No.	Pernyataan	Sangat Tidak Setuju					Sangat Setuju					
1.	Saya selalu berupaya untuk mengenali diri sendiri.	0	1	2	3	4	5	6	7	8	9	10
2.	Secara umum, saya tidak terlalu mengenali diri sendiri.	0	1	2	3	4	5	6	7	8	9	10
3.	Saya sering berefleksi mengenai diri sendiri.	0	1	2	3	4	5	6	7	8	9	10
4.	Saya sering membayangkan apa yang saya inginkan dan akan lakukan untuk kesenangan diri saya sendiri.	0	1	2	3	4	5	6	7	8	9	10
5.	Saya tidak pernah mengkritisi diri sendiri.	0	1	2	3	4	5	6	7	8	9	10
6.	Saya secara umum sangat memerhatikan perasaan dalam diri sendiri.	0	1	2	3	4	5	6	7	8	9	10
7.	Saya secara konstan mengeksaminasi motif-motif saya.	0	1	2	3	4	5	6	7	8	9	10
8.	Saya kadang-kadang merasa sedang mengamati diri sendiri dari luar.	0	1	2	3	4	5	6	7	8	9	10
9.	Saya siaga dengan perubahan suasana hati.	0	1	2	3	4	5	6	7	8	9	10
10.	Saya memahami cara berpikir ketika menangani masalah.	0	1	2	3	4	5	6	7	8	9	10
11.	Saya peduli dengan gaya saya dalam bekerja.	0	1	2	3	4	5	6	7	8	9	10
12.	Saya peduli dengan gaya saya membawa diri.	0	1	2	3	4	5	6	7	8	9	10
13.	Saya memiliki kesadaran diri mengenai penampilan.	0	1	2	3	4	5	6	7	8	9	10
14.	Saya kerap khawatir tidak dapat memberikan kesan yang baik.	0	1	2	3	4	5	6	7	8	9	10
15.	Salah satu hal paling akhir yang saya lakukan sebelum berangkat dari rumah adalah bercermin.	0	1	2	3	4	5	6	7	8	9	10
16.	Saya peduli dengan pendapat orang mengenai diri saya sendiri.	0	1	2	3	4	5	6	7	8	9	10
17.	Saya selalu sadar akan penampilan saya.	0	1	2	3	4	5	6	7	8	9	10
18.	Saya butuh waktu lama untuk mengatasi rasa canggung ketika berada dalam situasi baru.	0	1	2	3	4	5	6	7	8	9	10
19.	Saya merasa kesulitan bekerja jika diawasi.	0	1	2	3	4	5	6	7	8	9	10
20.	Saya sangat mudah merasa malu.	0	1	2	3	4	5	6	7	8	9	10
21.	Saya tidak merasa kesulitan berkomunikasi dengan orang yang belum dikenal.	0	1	2	3	4	5	6	7	8	9	10
22.	Saya merasa cemas ketika harus berbicara di hadapan sebuah kelompok.	0	1	2	3	4	5	6	7	8	9	10
23.	Kelompok yang besar membuat saya gugup.	0	1	2	3	4	5	6	7	8	9	10

Bagian 10: Kebencian kepada AS

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Setuju	Sangat Setuju
1.	Saya tidak menyukai AS.	0 1 2 3 4 5 6 7 8 9 10	
2.	Saya merasa marah kepada orang Amerika.	0 1 2 3 4 5 6 7 8 9 10	
3.	AS hanya bersahabat dengan Negara saya pada saat suka.	0 1 2 3 4 5 6 7 8 9 10	
4.	AS tidak pernah bersikap adil kepada Negara saya.	0 1 2 3 4 5 6 7 8 9 10	
5.	Kekuatan AS memiliki pengaruh yang sangat besar atas politik domestik Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
6.	Posisi AS tidak penting bagi stabilitas politik Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
7.	AS bukan mitra dagang yang dapat diandalkan.	0 1 2 3 4 5 6 7 8 9 10	
8.	AS ingin memperoleh kekuasaan ekonomi atas Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
9.	AS memanfaatkan Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
10.	Kekuatan AS memiliki pengaruh ekonomi yang sangat besar atas Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
11.	AS tidak mengadakan bisnis secara adil dengan Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
12.	Saya tidak menyukai Cina.	0 1 2 3 4 5 6 7 8 9 10	
13.	Saya merasa marah kepada orang Cina.	0 1 2 3 4 5 6 7 8 9 10	
14.	Cina hanya bersahabat dengan Negara saya pada saat suka.	0 1 2 3 4 5 6 7 8 9 10	
15.	Cina tidak pernah bersikap adil kepada Negara saya.	0 1 2 3 4 5 6 7 8 9 10	
16.	Kekuatan Cina memiliki pengaruh yang sangat besar atas politik domestik Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
17.	Posisi Cina tidak penting bagi stabilitas politik Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
18.	Cina bukan mitra dagang yang dapat diandalkan.	0 1 2 3 4 5 6 7 8 9 10	
19.	Cina ingin memperoleh kekuasaan ekonomi atas Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
20.	Cina memanfaatkan Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
21.	Kekuatan Cina memiliki pengaruh ekonomi yang sangat besar atas Indonesia.	0 1 2 3 4 5 6 7 8 9 10	
22.	Cina tidak mengadakan bisnis secara adil dengan Indonesia.	0 1 2 3 4 5 6 7 8 9 10	

Bagian 11: Deskripsi Responden (Lingkari angka yang sesuai untuk tiap pertanyaan):**1. Usia:**

- (1) 25 – 29 tahun (3) 35 – 39 tahun (5) 45 – 50 tahun (7) > 55 tahun
 (2) 30 – 34 tahun (4) 40 – 44 tahun (6) 51 – 55 tahun

2. Jenis Kelamin:

- (1) Laki – laki (2) Perempuan

3. Suku Bangsa:

- (1) Jawa (4) Bali (7) Minangkabau
 (2) Sunda (5) Betawi (8) Batak
 (3) Madura (6) Banjar (9) Lainnya: _____ (mohon sebutkan)

4. Pendidikan:

- (1) Tamat SD (3) Tamat SMU (5) Tamat Sarjana S1 (7) Tamat Pasca Sarjana (S3)
 (2) Tamat SMP (4) Tamat Diploma (6) Tamat Pasca Sarjana (S2)

5. Pendidikan Orang Tua:

- (1) Tamat SD (3) Tamat SMU (5) Tamat Sarjana S1 (7) Tamat Pasca Sarjana (S3)
 (2) Tamat SMP (4) Tamat Diploma (6) Tamat Pasca Sarjana (S2)

6. Pekerjaan:

- (1) Karyawan perusahaan publik (4) Guru/ Dosen (7) AL/AU/AD
 (2) Karyawan perusahaan swasta (5) Dokter (8) Ibu RumahTangga
 (3) Wirausaha (6) Pengacara (9) Lainnya: _____ (mohon sebutkan)

7. Pengeluaran Bulanan:

- (1) < Rp. 600.000 (3) Rp. 900.001 – 1.750.000 (5) > Rp. 2.500.000
 (2) Rp. 600.000 – 900.000 (4) Rp. 1.750.001 – 2.500.000

8. Minat dan Hobi:

- | | | |
|-------------------------|---------------|---------------------------------|
| (1) Bisnis | (4) Seni | (7) Film |
| (2) Teknologi Informasi | (5) Fotografi | (8) Otomotif |
| (3) Olahraga | (6) Busana | (9) lain-lain: _____ (sebutkan) |
-

9. Apa yang mendorong Anda memilih Rekening Tabungan bank asing ini?

- | | | |
|--------------------------|---------------------|---------------------------------------|
| (1) Nama merek bank | (3) Program promosi | (5) Rekomendasi keluarga/teman/kolega |
| (2) Benefit dan fiturnya | (4) Iklan | (6) Lain-lain: _____ (sebutkan) |
-

10. Berapa lama Anda sudah menjadi nasabah Rekening Tabungan bank asing ini?

- | | | |
|-----------------|-----------------|---------------|
| (1) ≤ 1 tahun | (3) 3 – 4 tahun | (5) > 6 tahun |
| (2) 1 – 2 tahun | (4) 5 – 6 tahun | |
-

11. Berapa kali rata-rata Anda melakukan transaksi di bank asing ini?

- | | | |
|---------------------|-----------------------|--------------------|
| (1) Seminggu Sekali | (3) Tiga Bulan Sekali | (5) Setahun Sekali |
| (2) Sebulan Sekali | (4) Enam Bulan Sekali | |
-

12. Berapa jumlah rata-rata uang yang Anda simpan dalam sebulan?

- | | | |
|---------------------------|-------------------------------|---------------------|
| (1) < Rp. 500.000 | (3) Rp. 750.001 – 1.000.000 | (5) > Rp. 1.250.000 |
| (2) Rp. 500.001 – 750.000 | (4) Rp. 1.000.001 – 1.250.000 | |
-

13. Apakah Anda memiliki rekening tabungan dari bank lain?

- | | |
|--------|--|
| (1) Ya | (2) Tidak (lanjutkan dengan pertanyaan nomor 15) |
|--------|--|
-

14. Bank apa yang Anda pilih untuk rekening tabungan Anda?

- | | | | |
|-------------|-------------|-------------------|--------------------------------|
| (1) BRI | (5) Danamon | (9) HSBC | (13) Bank Muamalat |
| (2) Mandiri | (6) Permata | (10) CIMB Niaga | (14) Bank Syariah BRI |
| (3) BNI | (7) BCA | (11) Bank Mega | (15) Bank Syariah Mandiri |
| (4) BTN | (8) BII | (12) Bank Bukopin | (16) lainnya: _____ (sebutkan) |
-

15. Apa yang mendorong Anda memilih Kartu Kredit bank asing ini?

- | | | |
|---------------------------------|---------------------|---------------------------------------|
| (1) Nama merek bank | (3) Program promosi | (5) Rekomendasi keluarga/teman/kolega |
| (2) <i>Benefit</i> dan fiturnya | (4) Iklan | (6) Lain-lain: _____ (sebutkan) |
-

16. Berapa lama Anda sudah menggunakan kartu Kredit bank asing ini?

- | | | |
|-----------------|-----------------|---------------|
| (1) < 1 tahun | (3) 3 – 4 tahun | (5) > 6 tahun |
| (2) 1 – 2 tahun | (4) 5 – 6 tahun | |
-

17. Bagaimana frekuensi rata-rata Anda menggunakan Kartu Kredit bank asing ini?

- | | | |
|---------------------|-----------------------|--------------------|
| (1) Seminggu Sekali | (3) Tiga Bulan Sekali | (5) Setahun Sekali |
| (2) Sebulan Sekali | (4) Enam Bulan Sekali | |
-

18. Berapa jumlah rata-rata yang dikeluarkan untuk kartu Kredit bank asing ini dalam sebulan?

- | | | |
|-------------------------------|--------------------------------|----------------------|
| (1) < Rp. 1.000.000 | (3) Rp. 2.000.001 – 5.000.000 | (5) > Rp. 10.000.000 |
| (2) Rp. 1.000.000 – 2.000.000 | (4) Rp. 5.000.001 – 10.000.000 | |
-

19. Apakah Anda memiliki kartu kredit lain?

- | | |
|--------|--|
| (1) Ya | (2) Tidak (Silahkan lanjut ke pertanyaan nomor 21) |
|--------|--|
-

20. Kartu kredit lain apa yang Anda gunakan?

- | | | | |
|------------------------|--------------|---------------|----------------------------------|
| (1) BCA | (5) Mandiri | (9) Bank Mega | (13) Permata |
| (2) Panin | (6) HSBC | (10) BRI | (14) Lippo |
| (3) Standard Chartered | (7) GE Money | (11) Danamon | (15) Amro Bank |
| (4) BNI | (8) Niaga | (12) BII | (16) lain-lain: _____ (sebutkan) |
-

21. Apa produk bank asing ini lainnya yang Anda gunakan? (sebutkan produk)

- | |
|----------------------|
| (1) Perbankan: _____ |
| (2) Investasi: _____ |
| (3) Pinjaman: _____ |
| (4) Asuransi: _____ |
-

Bagian 12: Jika menggunakan salah satu dari produk bank berikut, beri peringkat menyangkut peran pentingnya bagi Anda.

Lingkari angka yang paling mencerminkan tingkat persetujuan Anda dengan pernyataan berikut:

No.	Pernyataan	Sangat Tidak Penting										Sangat Penting	
	Produk bank berikut:												
1.	Rekening Tabungan.	0	1	2	3	4	5	6	7	8	9	10	
2.	Rekening Deposito.	0	1	2	3	4	5	6	7	8	9	10	
3.	Kartu Kredit.	0	1	2	3	4	5	6	7	8	9	10	
4.	Kartu Debit.	0	1	2	3	4	5	6	7	8	9	10	
5.	Investasi: Obligasi Pemerintah.	0	1	2	3	4	5	6	7	8	9	10	
6.	Investasi: Reksadana (<i>Mutual Funds</i>).	0	1	2	3	4	5	6	7	8	9	10	
7.	Rencana Investasi Reguler.	0	1	2	3	4	5	6	7	8	9	10	
8.	Pinjaman Tunai.	0	1	2	3	4	5	6	7	8	9	10	
9.	Bancassurance: Asuransi Kesehatan.	0	1	2	3	4	5	6	7	8	9	10	
10.	Bancassurance: Asuransi Pendidikan.	0	1	2	3	4	5	6	7	8	9	10	
11.	Bancassurance: Jaminan Keluarga.	0	1	2	3	4	5	6	7	8	9	10	

Terima kasih atas partisipasi Anda