

LIST OF TABLES

Table 1. Respondents Characteristic	39
Table 2. Respondent's Consumer Ethnocentrism Level	40
Table 3. Measurement Model Result	40
Table 4. Goodness of Fit Index	41
Table 5. Hypothesis Testing	42

LIST OF FIGURES

Figure 1. Seven most used local cosmetic brands in Indonesia in 2022.....	37
Figure 2. Full Model Structural Test	41

LIST OF APPENDIX

Appendix I. Dean Decree.....	2
Appendix II Letter Of Acceptance.....	8
Appendix III Article Information Document	17
Appendix IV Questionnaire	17
Appendix V Research Data.....	22
Appendix VI SEM AMOS Result.....	35