

ABSTRACT

The growing adoption of the world trade liberalization, to encourage the Indonesian government to be more open to the entry of products from other countries, especially electronic products. Polytron Products is one of the local electronic product that is able to survive amid the many imported products . The need to know the characteristics of Indonesian consumer ethnocentric strategy to strengthen and increase the use of local products . This study aims to determine whether the consumer ethnocentrism , price perception and attractiveness attributes affect the attitude of the products that have an impact on the purchase decision Polytron electronic products .

The sample of this research are 400 people who have made a purchase products Polytron. The questionnaires were distribute to Polytron customers on Juni 2015 until Juli 2015. The data then were analyzed by using a multiple regression test.

The result showed that two of independent variables directly influencing Product Attitude. Attractiveness of atribut has the highest direct influencing to Product Attitude and undirectly influencing Purchase Decision. Consistent with the previous studies, Product Attitude has positive relation and significantly mediates the effect of independent variables to purchase decision

Keywords: *Consumer Ethnocentrism, Perceived Price, the attractiveness of Atribut, Product Attitude, Purchase Decision*

