

## **ABSTRACT**

The growing food industry in Indonesia is characterized by the number of Generation Z who are interested in trying various foods from abroad. This development has targeted Generation Z as their customers. Ethnocentrism itself is different and cannot be equated from one individual to another, one region to another within the country, or from one country to another. The level of ethnocentrism also differs from one generation to another down to their appetite. Generation Z as a generation that has grown up with technology is more open to differences and tends to be challenged to try new things. So it is important for business people to understand how Generation Z views the country of origin of product producers and their ethnocentrism. The purpose of this study was to determine the effect of country of origin on Korean food purchase intention with moderation of consumer ethnocentrism in East Java. This study uses Quantitative methods with the MRA (Moderated Regression Analysis) model, the respondents are Generation Z in East Java aged 17-26 years with a total of 272 samples, the research data source using a questionnaire. Based on the results of the study, it was found that consumer ethnocentrism moderates country of origin on purchase intention positively and significantly.

**Keywords:** country of origin, purchase intention, moderation, consumer ethnocentrism, Korean food.