

REFERENCE

- Aaker, J. (1997), "Dimensions of brand personality", *Journal of Marketing Research*, Vol. 34 No. 3, pp. 347-356.
- Abrahamson, Eric. 2011. "The Iron Cage: Ugly, Cool and Unfashion- able." *Organization Studies* 32: 615–29.
- Anwar, A., Gulzar, A., Fahid, B.S., Akram, S.N. (2011). Impact Of Brand Image, Trust And Affect On Consumer Brand Extension Attitude: The Mediating Role Of Brand Loyalty. *International Journal of Economics and Management Sciences*, 1 (5), 73-79.
- Business Vibes. 2015. 30 Shocking Figures and Facts in Global Textile and Apparel Industry (Online).
- Cannon, Joseph P., William D. Perreault, E. Jerome McCarthy. 2008. *Basic Marketing : A Global-Managerial Approach*. Singapore : McGraw Hill
- Cooper, D.R. dan Schindler, P.S. (2014). *Business Research Methods*. McGrawHill, New York.
- Christopher, M., R. Lawson, and H. Peck. 2004. "Creating agile supply chains in the fashion industry". *International Journal of Retail and Distribution Management* 32, no. 8: 367–76.
- Durianto, Darmadi, Sugiarto and Tony Sitinjak. 2004. *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*, cetakan ketiga. Jakarta: PT Gramedia Pustaka Utama.
- Evans, Joel R. dan Barry Berman. 1997. *Marketing*. New Jersey: Prentice-Hall
- Freddy Rangkuti. 2004. *The Power of Branding*. Jakarta: Gramedia
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling*. Sage, Thousand Oaks, CA
- Hoyer, Wayne D., Deborah J. MacInnis, Rik Pieters. *Consumer Behavior* 6th edition. South- Westen : Cengage Learning.
- Infantyasning, Primi. 2001. *Pengaruh Citra Negara Asal Produk (Country Image) terhadap Keinginan Membeli Konsumen: Sebuah Studi Empiris Pembelian Telepon Seluler di Kota Semarang*. Tesis. Semarang: Program Studi Magister Manajemen Univeritas Diponegoro

- Javed, Asad dan Syed Amjad Fari Hasnu. 2013. Impact of County-of-Origin on Product Purchase Decision. *Journal of Marketing and Consumer Research – An Open Access International Journal*, Vol.1.
- Keegan, Warren J. dan Mark. C. Green. 2013. *Global Marketing*. Harlow: Pearson.
- Kotabe, Masaki, dan Kristian Helsen. 2008. *Global Marketing Management fourth edition*. New York : John Wiley & Sons.
- Kotler, Philip, 1997, *Manajemen Pemasaran Marketing Management 9e Edisi 2 (Analisis, Perencanaan, Implementasi, dan Kontrol)*, Jakarta, PT. Prenhallindo
- Kotler 2002, *Manajemen Pemasaran*, Ter. Benjamin, Molan, PT. Intan Sejati, Klaten.
- Kotler, Philip dan Gary Amstrong. 2008. *Prinsip-prinsip Pemasaran Jilid 1*. Edisi kedua belas. Diterjemahkan oleh: Bob Sabran Jakarta : Penerbit Erlangga.
- Kotler, Philip, dan Kevin Lane Keller. 2012. *Marketing Management 14 Edition*. Harlow : Pearson
- Koubaa, Yamen. 2008. Country of origin, brand image perception, and brand image structure. *Asia Pasific Journal of Marketing and Logistic* Vol. 20, No. 2, 139-155.
- Lee, D. and Ganesh, G. 1999. Effects of partitioned country image in the context of brand image and familiarity. *International Marketing Review*, Vol. 16 No. 1, pp.18-39.
- Naresh K. Malhotra. (2015). *Essentials of Marketing Research: A Hands-On Orientation*. Georgia Institute of Technology. London: Sage Publications
- Nardi. Sunardi. (2017). *Determinan Intellectual Capital Dengan Pendekatan IbVaic™ Terhadap Efisiensi Biaya Implikasinya Pada Profitabilitas Perbankan Syariah Di Indonesia*. *Jurnal Ilmiah Manajemen Forkamma*. Vol.1, No.1, November 2017. Halaman : 20 – 35. ISSN: 2598-9545.
- Netemeyer, R.G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J. and Wirth, F. 2004. “Developing and validating measures of facets of

- customer-based brand equity”, *Journal of Business Research*, Vol. 57 No. 2, pp. 209-224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
- Nikkei Asian Review, 2019
- Oladepo, Onigbinde Isaac dan Odunlami Samuel Abimbola. Mei 2015. The Influence of Brand Image and Promotional Mix on Consumer Buying Decision- A Study of Beverage Consumer in Lagos State, Nigeria. *British Journal Marketing Studies* Vol.3, No.4, 97-109.
- Sekaran, U., 2000, *Research Methods for Business: A Skill Building Approach*, 3rd edn., New York: John Wiley & Sons.
- Sekaran, Uma dan Bougie, R. (2016). *Metode Penelitian untuk Bisnis Pendekatan Pengembangan-Keahlian*. Jakarta. Salemba Empat.
- Singarimbun and Effendi, 1995
- Shirin, Khosrozadeh, dan Heidarzadeh Hanzaee Kambiz. Agustus 2011. The Effect of the Country-of-Origin Image, Product Knowledge and Product Involvement on Consumer Purchase Decisions. *Chinese Business Review*, Vol.10, No.8, 601-615.
- The Economist. 2005. “The future of fast fashion: Inditex”. *The Economist* 375, no. 8431: 63.
- Tulipa, Diyah dan Ninuk Muljani. October 2015. The Country of Origin and Brand Image Effect on Purchase Intention of Smartphone in Surabaya-Indonesia. *Mediterranean Journal of Social Sciences*, Vol.6, No.5.
- Yasin, Norhaya Mohd, Mohd Nasser Noor, Osman Mohammad. 2007. Does Image of Country- of-origin matter to brand equity?. *Journal of Product & Brand Management* Vol.16, No.1. 38-48.
- Zeithaml, Valarie A. 1988. Consumer Perceptions Of Price, Quality, And Value : A Means-End Model And Synthesis Of Evidence. *Journal Of Marketing*, Vol.52, pp.2-22.