

REFERENCES

- About Fast Retailing. Retrieved November 9, 2019, from <https://www.fastretailing.com/employment/id/uniqlo/id/business.html>
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer Attitudes Towards Online Shopping: The Effects of Trust, Perceived Benefits, and Perceived Web Quality. *Internet Research*, 25(5), 702-733.
- Andrews, J. C., Durvasula, S., & Akhter, S. H. (1990). A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research. *Journal of Advertising*, 19(4), 27-40.
- Awasthy, D., Banerjee, A., & Banerjee, B. (2012). Understanding the Role of Prior Product Knowledge to Information Search: An Application of Process Theory to the Indian Market. *Asia Pacific Journal of Marketing and Logistics*, 24(2), 257-287.
- Badir, M. & Andjarwati, A. L. (2020). The Effect of EWOM, Ease of Use, and Trust on Purchase Decisions: Study on Tokopedia Applications Users. *Jurnal Minds: Manajemen Ide dan Inspirasi*, 7(1), 39-52.
- Bambauer-Sachse, S. & Mangold, S. (2011). Brand Equity Dilution Through Negative Online Word-of-Mouth Communication. *Journal of Retailing and Consumer Services*, 18(1), 38-45.
- Bei, L. T. & Widdows, R. (1999). Product Knowledge and Product Involvement as Moderators of the Effects of Information on Purchase Decision: A Case Study Using Perfect Information Frontier Approach. *Journal of Consumer Affairs*, 33(1), 165-186.
- Bian, X. & Mouthino, L. (2011). The Role of Brand Image, Product Involvement, and Knowledge in Explaining Consumer Purchase Behavior of Counterfeits: Direct and Indirect Effect. *European Journal of Marketing*, 45(1/2), 191-216.
- Bronner, F. & de Hoog, R. (2010). Vacationers and eWOM: Who Posts, and Why, Where, and What? *Journal of Travel Research*, 50(1), 15-26.
- Brucks, M. (1985). The Effect of Product Class Knowledge on Information Search Behavior. *Consumer Research*, 12, 1-16.
- Daoud, Jamal I. (2017). Multicollinearity and Regression Analysis. *Journal of Physics: Conference Series*, 949(1)012009.
- De Almeida, V. M. C. & Dusenberry, N. B. (2014). Consumer Involvement with Products: Comparison of PII and NIP scales in the Brazilian Context. *Review of Business Management*, 16(50), 79-95.
- Dodd, T. H., Laverie, D. A., Wilcox, J. F., & Duhan, D. F. (2005). Differential Effects of Experience, Subjective Knowledge, and Objective Knowledge on Sources of Information Used in Consumer Wine Purchasing. *Journal of Hospitality and Tourism Research*, 29(1), 3-19.
- Friedman, M. L. & Smith, L. (1993). Consumer Evaluation Process in a Service Setting. *Journal of Service Marketing*, 7(2), 47-61.

- Goldsmith, R.E. & Emmert, J. (1991). Measuring Product Category Involvement: A Multitrait-Multimethod Study. *Journal of Business Research*, 23(4), 363-371.
- Guo, L. & Meng, X. (2008). Consumer Knowledge and Its Consequences: An International Comparison. *International Journal of Consumer Studies*, 32(3), 260-268.
- Hanaysha, J. R. (2018). An Examination of the Factors Affecting Consumer's Purchase Decision in the Malaysian Retail Market. *PSU Research Review*, 2(1), 7-23.
- Han, C. M. (1990). Testing The Role of Country Image in Consumer Choice Behavior. *European Journal of Marketing*, 24(6), 24-40.
- Heath, R. G. (2001). Low Involvement Processing: A New Model of Brand Communication. *Journal of Marketing Communications*, 7(1), 27-33.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Grempler, D. D. (2004). Electronic Word-of-Mouth via Consumer Opinion Platforms: What Motivates Consumers to Articulate Themselves on The Internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- Inilah LifeWear. Retrieved November 9, 2020, from <https://www.uniqlo.com/lifewear/id/>
- Javed, A. & Hasnu, S. A. F. (2013). Impact of Country-of-Origin on Product Purchase Decision. *Journal of Marketing and Consumer Research*, 1, 31-51.
- Jenns, H. (2016). *Fashion Studies: Research Methods, Sites, and Practices*. London: Bloomsbury.
- Jumlah Penduduk DKI Jakarta Menurut Kelompok Umur dan Jenis Kelamin, 2018-2019. Retrieved November 8, 2020, from <https://jakarta.bps.go.id/dynamictable/2019/09/16/58/jumlah-penduduk-provinsi-dki-jakarta-menurut-kelompok-umur-dan-jenis-kelamin-2018-.html>
- Kamnagar, F. & Islami, F. (2013). Sample Size Calculation for Epidemiologic Studies: Principles and Methods. *Archives of Iranian Medicine (AIM)*, 6(5), 295-300.
- Kandemir, G., Pirtini, S., & Bayraktar, A. (2019). A Research on the Role of Consumer Involvement and Product Knowledge Levels on Purchasing Decisions. *Turkish Journal of Marketing*, 4(2), 162-183.
- Kenton, W. (2020). *Population Definition*. Retrieved November 23, 2020, from Investopedia: <https://www.investopedia.com/terms/p/population.asp>
- Kotler, P. & Armstrong, G. (2011). *Principles of Marketing (14th ed)*. New Jersey: Pearson Education Inc.
- Lee, J. L., James, J., & Kim, Y. K. (2014). A Reconceptualization of Brand Image. *International Journal Administration*, 5(4), 1-11.
- Li, D., Lu Wang, C., Jiang, Y., Barnes, R. B., & Zhang, H. (2014). The Asymmetric Influence of Cognitive and Affective Country Image on Rational and Experiential Purchases. *European Journal of Marketing*, 48(11/12), 2153-2175.
- Lin, L. Y. & Chen, C. S. (2006). The Influence of The Country of Origin Image, Product Knowledge, and Product Involvement on Consumer Purchase Decision: An Empirical Study of Insurance and Catering Services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248-265.

- Listiana, E. (2013). Pengaruh Country of Origin Terhadap Perceived Quality dengan Moderasi Etnosentrism Konsumen. *Jurnal Administrasi Bisnis*, 8(1), 21-47.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic Word-of-Mouth in Hospitality and Tourism Management. *Tourism Management*, 29(3), 458-468.
- Mahliza, F. (2020). Consumer Trust in Online Purchase Decision. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 6(2), 142-149.
- Malik, M., Naeem, B., & Munawar, M. (2012). Brand Image: Past, Present, and Future. *Journal of Basic and Applied Scientific Research*, 2(12), 13069-13705.
- Manrai, L. A. & Manrai, A. K. (1993). Positioning European Countries as Brands in a Perceptual Map: An Empirical Study of Determinants of Consumer Perception and Preference. *Journal of Euromarketing*, 2(3), 101-129.
- Moore, D. S., Notz, W., & Fligner, M. A. (2013). *The Basic Practice of Statistics* (Ed. 6). US: W. H. Freeman and Company.
- Nagashima, A. (1977). A Comparative "Made In" Product Image Survey among Japanese Businessmen. *Journal of Marketing*, 41(3), 95-100.
- Nurhayati, T. & Hendar, H. (2019). Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention. *Journal of Islamic Marketing*, 11(3), 603-620.
- Nuseir, M. T. (2019). The Impact of Electronic Word-of-Mouth (e-WOM) on the Online Purchase Intention of Consumers in the Islamic Countries: A Case of UAE. *Journal of Islamic Marketing*, 10(3), 750-767.
- Obermiller, C. & Spangenberg, E. (1989). Exploring the Effects of Country of Origin Labels: An Information Processing Framework. *Advances in Consumer Research*, 16(1), 454-459. Retrieved from <https://www.acrwebsite.org/volumes/6946/volumes/v16/NA%20-%202016>
- Oh, K. & Abraham, L. (2015). Effect of Knowledge on Decision Making in The Context of Organic Cotton Clothing. *International Journal of Consumer Studies*, 40(1), 66-74.
- Parkvithee, N. & Miranda, M. J. (2012). The Interaction Effect of Country of Origin, Brand Equity, and Purchase Involvement on Consumer Purchase of Clothing Labels. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 7-22.
- Paswan, A. K. & Sharma, D. (2004). Brand-Country of Origin (COO) Knowledge and COO Image: Investigation in an Emerging Franchise Market. *Journal of Product & Brand Management*, 13(3), 144-155.
- Peter, J. P. & Olson, J. C. (2009). *Consumer Behavior and Marketing Strategy* (9th ed.). USA: McGraw-Hill.
- Petty, R. E., Cacioppo, J. T., & David, S. (1983). Central and Peripheral Routes to Advertisements Effectiveness: The Moderating Role of Involvement. *Journal of Consumer Research*, 10(2), 135-146.
- Pratiwi, E. P. & Stanislaus, S. (2012). Pengaruh Pengetahuan Produk Terhadap Keputusan Membeli Pada Mahasiswa Konsumen Oriflame di UNNES. *INTUISI: Jurnal Psikologi Ilmiah*, 4(2), 89-93.

- Quester, P. G. & Lim, A. L. (2003). Product Involvement/Brand Loyalty: Is There a Link. *Journal of Product & Brand Management*, 12(1), 22-38.
- Quester, P. G. & Smart, J. (1996). Product Involvement in Consumer Wine Purchases: Its Demographic Determinants and Influence on Choice Attributes. *International Journal of Wine Marketing*, 8(3), 37-56.
- Rao, A. R. & Sieben, W. A. (1992) The Effect of Prior Knowledge on Price Acceptability and The Type of Information Examined. *Journal of Consumer Research*, 19(2), 246-270.
- Ritchie, J. & Lewis, J. (2003). *Qualitative Research Practice: A Guide for Social Science Students and Researchers*. London: SAGE Publications Ltd.
- Roopa, S. & Rani, M. S. (2012). Questionnaire Designing for a Survey. *The Journal of Indian Orthodontic Society*, 46(4), 273-277.
- Roth, M. S. & Romeo, J. B. (1992). Matching Product Category and Country of Origin Effects. *Journal of International Business Studies*, 23(3), 447-497.
- Rothschild, M. L. (1984). Perspective in Involvement: Current Problems a Future Direction. *Advance in Consumer Research*. 11, 216-217. Retrieved from <https://www.acrwebsite.org/volumes/6245/volumes/v11/NA-11>
- Sari, N., Saputra, M., & Husein, J. (2017). Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian Pada Toko Online Bukalapak.Com. *Jurnal Manajemen Magister*, 3(1), 96-106.
- Taylor, D. G., Strutton, D., & Thompson, K. (2012). Self-Enhancement as a Motivation for Sharing Online Advertising. *Journal of Interactive Marketing*, 12(2), 13-28.
- Teo, P.C., Mohamad, O., & Ramayah, T. (2011). Testing The Dimensionality of Consumer Ethnocentrism Scale (CETSCALE) among a Young Malaysian Consumer Market Segment. *African Journal of Business Management*, 5(7), 2805-2816.
- Trusov, M., Rudolph, E.B., & Pauwell, K. (2009). Estimating The Dynamic Effects of Online Word-of-Mouth on Member Growth of a Social Network Site. *Journal of Marketing*, 73(5), 90-102.
- Utz, S., Kerkhof, P., & van den Bos, J. (2012). Consumers Rule: How Consumer Reviews Influence Perceived Trustworthiness of Online Stores. *Electronic Commerce Research and Applications*, 11(1), 49-58.
- Yasin, M. N., Noor, M. N., & Mohamad, O. (2012). Does Image of Country of Origin matter to Brand Equity? *Journal of Product & Brand Management*, 16(1), 38-48.
- Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. *Journal of Consumer Research*. 12(3), 341-352.
- Zaichkowsky, J. L. (1986). Conceptualizing Involvement. *Journal of Advertising*, 15(2), 4-14.
- Zhang, L., Ma, B., & Cartwright, D. K. (2013). The Impact of Online User Reviews on Cameras Sales. *European Journal of Marketing*, 47(7), 1115-1128.