

## LIST OF REFERENCES

- A Research Guide. (2019). *Descriptive Statistics - What Is It And How To Use It*. Retrieved February 22, 2019, from A Research Guide: <https://www.aresearchguide.com/a-descriptive-statistics.html>
- Aichner, T. (2014). Country-of-origin marketing: A list of typical strategies with examples. *Journal of Brand Management*, 21(1), 81-93. doi:10.1057/bm.2013.24
- Asra, A., & Sutomo, S. (2014). *Pengantar Statistika II*. Jakarta: PT RajaGrafindo Persada.
- Bluman, A. G. (2014). *Elementary Statistics: A Step by Step Approach* (9th ed.). New York: McGraw Hill Education.
- Brenda, S., & Adjnu, D.-L. (2018). Country-of-Origin Effects on Consumer Buying Behaviours. A Case of Mobile Phones. *Studies in Business and Economics*, 13(2), 179-201. doi:10.2478/sbe-2018-0029
- CIRT. (2018). *Quantitative Approach*. Retrieved February 21, 2019, from Center for Innovation in Research and Teaching: [https://cirt.gcu.edu/research/developmentresources/research\\_ready/quantresearch/approaches](https://cirt.gcu.edu/research/developmentresources/research_ready/quantresearch/approaches)
- Costa, C. (2016). Country image effect on product assessment: moderating role of consumer nationality. *Review of Business Management*, 18, 24-42. doi:10.7819/rbgn.v18i59.2474
- Degoma, A., & Shetemam, E. (2014). The Effect of Country of Origin Image on Purchase Intention: A Case Study on Bahir Dar University Instructors. *Journal of Accounting & Marketing*, 3(1). doi:10.4172/2168-9601.1000109
- Deresky, H. (2017). *International Management: Managing Across Borders and Cultures* (9th ed.). Harlow, Essex: Pearson Education Limited.
- Ellen, S. (2018, May 29). *Slovin's Formula Sampling Techniques*. Retrieved February 21, 2019, from Sciencing: <https://sciencing.com/slovins-formula-sampling-techniques-5475547.html>

- Fadhiilah, F. N., & Sunarti. (2018). Pengaruh Country of Origin Terhadap Citra Merek Dan Dampaknya Pada Keputusan Pembelian. *Jurnal Administrasi Bisnis (JAB)*, 54, 111-119.
- Gaille, B. (2015, August 31). *12 Pros and Cons of Expanding a Business Internationally*. Retrieved February 14, 2019, from Brandon Gaille: Small Business & Marketing Advice: <https://brandongaille.com/12-pros-and-cons-of-expanding-a-business-internationally/>
- Gaille, B. (2016, August 2). *14 Pros and Cons of Global Marketing*. Retrieved February 14, 2019, from Brandon Gaille: Small Business & Marketing Advice: <https://brandongaille.com/14-pros-and-cons-of-global-marketing/>
- Hayes, A. (2019, April 30). *Simple Random Sampling*. Retrieved July 16, 2019, from Investopedia: <https://www.investopedia.com/terms/s/simple-random-sample.asp>
- iNurture. (2016, May 31). *International Business - Today's Need for a Better Tomorrow*. Retrieved February 14, 2019, from iNurture: <https://inurture.co.in/blog/international-business-todays-need-for-a-better-tomorrow/>
- Jamieson, S. (2019). *Likert Scale*. Retrieved February 25, 2019, from Encyclopaedia Britannica, Inc.: <https://www.britannica.com/topic/Likert-Scale>
- Juneja, P. (2019). *Country of Origin Effects on Marketing: How Brands from Certain Countries Score Over the Others*. Retrieved February 14, 2019, from Management Study Guide: <https://www.managementstudyguide.com/country-of-origin-effects-on-marketing.htm>
- Juneja, P. (2019). *Introduction to International Business*. Retrieved February 13, 2019, from Management Study Guide: <https://www.managementstudyguide.com/international-business.htm>
- Kalicharan, H. D. (2014). The Effect And Influence Of Country-Of-Origin On Consumers' Perception Of Product Quality And Purchasing Intentions. *International Business & Economics Research Journal (IBER)*, 13(5), 897-902. doi:10.19030/iber.v13i5.8760

- Keegan, W. J., & Green, M. C. (2017). *Global Marketing* (9th ed.). Harlow, Essex: Pearson Education.
- Kenton, W. (2018, March 28). *Organizational Structure*. Retrieved February 27, 2019, from Investopedia: <https://www.investopedia.com/terms/o/organizational-structure.asp>
- Kinsey, A. (2018, November 16). *What Are the Types of Organizational Charts?* Retrieved March 3, 2019, from bizfluent: <https://bizfluent.com/info-8251139-types-organizational-charts.html>
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (15th ed.). Harlow, Essex: Pearson Education Limited.
- Magier-lakomy, E., & Boguszewicz-kreft, M. (2015). Dimensions of the Country of Origin Effect and their Measurement. *Oeconomia*, 49(3). doi:10.17951/h.2015.59.3.125
- MBA Knowledge Base. (2018, July 5). *Country of Origin Effect in International Marketing*. Retrieved February 15, 2019, from MBA Knowledge Base: <https://www.mbaknol.com/international-business/country-of-origin-effect-in-international-marketing/>
- McLeod, S. (2018, August 10). *Independent, Dependent, and Extraneous Variables*. Retrieved February 25, 2019, from SimplyPsychology: <https://www.simplypsychology.org/variables.html>
- McLeod, S. (2018, August 10). *What is a hypothesis?* Retrieved February 13, 2019, from SimplyPsychology: <https://www.simplypsychology.org/what-is-a-hypotheses.html>
- Momani, R. A. (2015). The Impact of Brand Dimension on the Purchasing Decision Making of the Jordanian Consumer for Shopping Goods. *International Journal of Business and Social Science*, 6, 149-168.
- Munjaj, V. (2014). Country of Origin Effects on Consumer Behavior. *International Journal for Research in Management and Pharmacy*, 3(3), 38-47.

- Nakra, P. (2015, August 24). *Should You Care about Country of Origin Impact?* Retrieved February 15, 2019, from Shipping Solutions: <https://www.shippingsolutions.com/blog/should-you-care-about-country-of-origin-impact>
- Norouzi, A., & Ghalandari, K. (2016). The Influence of Country of Origin on Iranian Consumers Purchase Decision. *International Business Management, 10*(15), 3308-3312. doi:10.3923/ibm.2016.3308.3312
- Oke, A. O. (2016). Consumer Behavior towards Decision Making and Loyalty to Particular Brands. *Internatinal Review of Management and Marketing, 6*, 43-52.
- Prats, J. (2017, May 25). *How to Overcome a Negative Country-of-Origin Effect.* Retrieved February 15, 2019, from IESE: <https://blog.iese.edu/entrepreneurship/2017/05/25/how-to-overcome-a-negative-country-of-origin-effect/>
- Priyatno, D. (2017). *Panduan Praktis Olah Data Menggunakan SPSS*. Andi.
- PT Nutrimax Prima Perkasa. (2018). *Company Profile*. Medan: PT Nutrimax Prima Perkasa.
- Punnett, B. J. (2019). *International Business*. Retrieved February 14, 2019, from Reference for Business: <https://www.referenceforbusiness.com/management/Gr-Int/International-Business.html>
- Rahaman, A. (2014). An Interactive Influence of Country of Origin on buying Intention on Branded Clothing: A Study on Female Brand. *Global Journal of Management and Business Research: E Marketing, 14*(2), 21-30.
- Rohmad, & Supriyanto. (2016). *Pengantar Statistika: Panduan Praktis Bagi Pengajar dan Mahasiswa*. Yogyakarta: Kalimedia.
- Routio, P. (2017). *Models in the Research Process*. Retrieved February 13, 2019, from UIAH: <http://www.uiah.fi/projekti/metodi/177.htm>
- Rumsey, D. J. (2016). *Statistics For Dummies* (2nd ed.). Indianapolis: John Wiley & Sons.

- Sarwono, J. (2018). *Statistik untuk Riset Skripsi* (1 ed.). Yogyakarta: Andi.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Chichester, West Sussex, United Kingdom: John Wiley & Sons.
- Sindyangga, E. (2019, February 26). PT Nutrimax Prima Perkasa. (A. Riang, Interviewer)
- Singh, S. (2018, July 26). *Towards Data Science*. Retrieved July 16, 2019, from Sampling Techniques: <https://towardsdatascience.com/sampling-techniques-a4e34111d808>
- Siregar, S. (2017). *Metode Penelitian Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS* (4 ed.). Jakarta: Kencana.
- Siswanto, Susila, & Suyanto. (2017). *Metodologi Penelitian Kombinasi Kualitatif-Kuantitatif Kedokteran & Kesehatan*. Klaten: Bosscript.
- Solomon, M. R. (2015). *Consumer Behavior* (11th ed.). Harlow, Essex: Pearson Education Limited.
- SPSS Tests. (2015, March). *Step By Step to Test Linearity Using SPSS*. Retrieved March 5, 2019, from SPSS Tests: <https://www.spsstests.com/2015/03/step-by-step-to-test-linearity-using.html>
- Stephanie. (2014, December 8). *Cronbach's Alpha: Simple Definition, Use and Interpretation*. Retrieved February 27, 2019, from Statistics How To: <https://www.statisticshowto.datasciencecentral.com/cronbachs-alpha-spss/>
- Stephanie. (2016, July 1). *Reliability and Validity in Research: Definitions, Examples*. Retrieved February 23, 2019, from Statistics How To: <https://www.statisticshowto.datasciencecentral.com/reliability-validity-definitions-examples/>
- Stoenescu, R.-D. (2014). Country-of-Origin and its Influence on Consumers' Buying Intention – A Conceptual Study. *International Journal of Economic Practices and Theories*, 4, 824-828.
- Sugiyono. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D*. Bandung: Alfabeta.

- Sugiyono. (2017). *Metode Penelitian Kebijakan: Pendekatan Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Evaluasi*. Bandung: Alfabeta.
- Surbhi. (2015, June 16). *Difference Between Customer and Consumer*. Retrieved February 15, 2019, from Key Differences: <https://keydifferences.com/difference-between-customer-and-consumer.html>
- Surbhi. (2015, December 1). *Difference Between Domestic and International Marketing*. Retrieved February 14, 2019, from Key Differences: <https://keydifferences.com/difference-between-domestic-and-international-marketing.html>
- Surbhi. (2015, March 16). *Difference Between Mission Statement and Vision Statement*. Retrieved February 27, 2019, from Key Differences: <https://keydifferences.com/difference-between-vision-statement-and-mission-statement.html>
- Surbhi. (2016, June 15). *Difference Between Domestic and International Business*. Retrieved February 14, 2019, from Key Differences: <https://keydifferences.com/difference-between-domestic-and-international-business.html>
- Surbhi. (2016, June 6). *Difference Between Observation and Inference*. Retrieved February 22, 2019, from Key Differences: <https://keydifferences.com/difference-between-observation-and-inference.html>
- Surbhi. (2016, April 18). *Difference Between Primary and Secondary Data*. Retrieved February 22, 2019, from Key Differences: <https://keydifferences.com/difference-between-primary-and-secondary-data.html>
- Surbhi. (2016, April 16). *Difference Between Qualitative and Quantitative Research*. Retrieved February 21, 2019, from Key Differences: <https://keydifferences.com/difference-between-qualitative-and-quantitative-research.html>
- Surbhi. (2016, September 6). *Difference Between Questionnaire and Interview*. Retrieved from Key Differences: <https://keydifferences.com/difference-between-questionnaire-and-interview.html>

- Surbhi. (2017, October 14). *Difference Between Population and Sample*. Retrieved July 16, 2019, from Key Differences: <https://keydifferences.com/difference-between-population-and-sample.html>
- Tulipa, D., & Muljani, N. (2015). The Country of Origin and Brand Image Effect on Purchase Intention of Smartphone in Surabaya - Indonesia. *Mediterranean Journal of Social Sciences*, 6(5), 64-70. doi:10.5901/mjss.2015.v6n5s5p64
- University of Pretoria. (2019, February 8). *Research Guide: Data analysis and findings*. Retrieved February 22, 2019, from University of Pretoria: <https://up-za.libguides.com/c.php?g=485435&p=4425510>
- Write a Writing. (2019). *Research Design: Defined and Explained*. Retrieved February 21, 2019, from Write a Writing: <http://www.writeawriting.com/academic-writing/research-design/>
- Yunus, N. S., & Rashid, W. E. (2016). The Influence of Country-of-origin on Consumer Purchase Intention: The Mobile Phones Brand from China. *Procedia Economics and Finance*, 37, 343-349. doi:[https://doi.org/10.1016/S2212-5671\(16\)30135-6](https://doi.org/10.1016/S2212-5671(16)30135-6)
- Zainuddin, Ghodang, H., & Hantono. (2014). *Konsep Dasar & Aplikasi Statistik Pendekatan SPSS*. Bandung: Citapustaka Media.