

REFERENCE

- Antwi, S. K., & Hamsa, K. (2015). Qualitative and quantitative research paradigms in business research: A philosophical reflection. *European Journal of Business and Management*.
- Anselmsson, J., Vestman Bondesson, N., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *The Journal of Product and Brand Management*, 23(2), 90–102.
- Aybeniz Akdeniz Ar Ali Kara. (2014). Emerging market consumers' country of production image, trust and quality perceptions of global brands made-in China. *Journal of Product & Brand Management*, Vol. 23 Iss 7 pp. 491 – 503.
- Badan Ekonomi Kreatif. (2019). *Laporan Kinerja Badan Ekonomi Kreatif Tahun 2019*. https://www.kemendparekraf.go.id/asset_admin/assets/uploads/media/pdf/media_1598879701_BUKU_BEKRAF_28-8-2020.pdf
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.
- Bilkey, W., Nes, E. (1982). Country-of-Origin Effects on Product Evaluations. *Journal of International Business Studies*, Vol. 13 No. 1, Pp. 89-100.
- Boston Consulting Group. (2021). *Asia's Next Big Opportunity*. https://image-src.bcg.com/Images/Asias_Next_Big_Oppportunity_Mar_2013_tcm9-96710.pdf
- Cateora, Philip R., Money, R. Bruce, Gilly, Mary C., Graham, John L. (2020). *International Marketing*. New York: McGraw Hill.
- Csaja, R, Blair, J. (2005). *Designing Survey: A Guide to Decision and Procedures*. Sage.

- D. Choi and K.K.P. Johnson. (2019). Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. *Sustainable Production and Consumption*. <https://doi.org/10.1016/j.spc.2019.02.001>.
- Djarmiko, T., Rezza, P. (2016). Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision. *Social and Behavioral Sciences* Vol. 219, pp. 221 – 227.
- Durianto, D. (2013). Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek (cetakan ke-10). Jakarta: PT Gramedia Pustaka Utama.
- Ferdinand, A. (2011). Pengembangan Minat Beli Merek Ekstensi. Semarang: Badan Penerbit Universitas Diponegoro.
- Inversini, A., & Masiero, L. (2014). Selling rooms online: The use of social media and online travel agents. *International Journal of Contemporary Hospitality Management*, 26(2), 272–292.
- Kotler, P and Keller, K. L. (2009). Manajemen Pemasaran. Jilid I. Edisi ke 13. Jakarta: Erlangga
- Liu, Bao and Zheng. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, Vol. 31 No. 1.
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS. 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2014). *Multivariate Data Analysis*. Harlow: Pearson Education Limited.
- Heryanto, Bobby Oktavian. (2019). *Pengaruh motivasi konsumen terhadap purchase intention pengunjung di Kawasan Sentra Sepatu Cibaduyut Bandung*. Skripsi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Parahyangan.
- Juliandi A, Irfan, Manurung S. (2014). *Metodologi Penelitian Bisnis: Konsep dan*

Aplikasi. Medan: UMSU Press.

Keller, Kevin L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. English: Pearson Education. Inc.

Namhoon Kim, Eunha Chun, Eunju Ko. (2017). Country of origin effects on brand image, brand evaluation, and purchase intention: A closer look at Seoul, New York, and Paris fashion collection. *International Marketing Review*, Vol. 34 Issue: 2, pp.254-271, <https://doi.org/10.1108/IMR-03-2015-0071>

Lee, D and Ganesh, G. (1999). Effects of Partitioned Country Image in The Context of Brand Image and Familiarity A Categorization Theory Perspective. *International Marketing Review*, Vol. 16 No. 1

Mehrabian, A. and Russell, J. (1974). *An Approach to Environmental Psychology*. Cambridge: MIT Press.

Santoso, Singgih. (2012). *Panduan Lengkap SPSS Versi 20*. Jakarta: PT Elex Media.

Sekaran, & Bougie. (2016). *Research methods for business*. United Kingdom: Jhon Wiley & Sons Ltd.

Schiffman & Kanuk. (2015). *Consumer Behavior*. 11th Edition. Global Edition. New Jersey: Pearson Education.

Schiffman, L., Wisenblit, L.,. (2015). *Consumer Behavior. Eleventh Edition*. Pearson Education.

Schunk, D.H., DiBenedetto, M.K., Motivation and Social Cognitive Theory. (2019). *Contemporary Educational Psychology*. doi: <https://doi.org/10.1016/j.cedpsych.2019.101832>

Siti Nurhayati. (2017). Pengaruh Citra Merek, Harga dan Promosi Terhadap Proses Keputusan Pembelian Handphone Samsung Di Yogyakarta. *Jurnal Bisnis, Manajemen, dan Akuntansi*, Vol 4, No. 2.

Statista. (2021). Market growth of the apparel industry worldwide from 2012 to

2020. <https://www.statista.com/statistics/727541/apparel-market-growth-global/>

Statista. (2021). *The most valuable luxury brands worldwide in 2020, by brand value.* <https://www.statista.com/statistics/273135/most-valuable-luxury-brands-worldwide-by-brand-value/>

Sugiyono. (2015). *Metode Penelitian Pendidikan pendekatan kuantitatif, kualitatif, dan R&D.* Alfabeta.

