

BIBLIOGRAPHY

- Adenan, Mohd & Kasuma, Jati & Humida, Dayang. (2018). COUNTRY OF ORIGIN, BRAND IMAGE AND HIGH INVOLVEMENT PRODUCT TOWARDS CUSTOMER PURCHASE INTENTION: EMPIRICAL EVIDENCE OF EAST MALAYSIAN CONSUMER. *Jurnal Manajemen Dan Wirausaha*. 20. 10.9744/Jmk.20.1.63-72.
- Agnes, Novia dan Darmawan, Happy. 2020. Brand Awareness, Brand Image Dan Brand Loyalty Sebagai Prediktor Brand Equity Adidas. *Jurnal Manajerial dan Kewirausahaan*, Volume II No. 1/2020 Hal: 240-250
- Alden, D. L., Steenkamp, J. E. M., & Batra, R. (1999). *Brand positioning through advertising in Asia, North America and Europe: The role of global consumer culture*. *Journal of Marketing*, 63(1), 75–87
- Areiza-Padilla, J., & Manzi Puertas, M. (2021). *Conspicuous Consumption in Emerging Markets: The Case of Starbucks in Colombia as a Global and Sustainable Brand*. *Frontiers In Psychology*, 12, 1-16. <https://doi.org/10.3389/fpsyg.2021.662950>
- Arslandere, M., & Er, Y. (2020). *The Impact of Country of Origin Effect and Consumer Ethnocentrism on Purchase Intention of Foreign Brand Recreational Materials Used in Sports Activities: An Empirical Research*. *Turkish Journal of Sport and Exercise*, 22(2), 171–182. <https://doi.org/10.15314/tsed.748785>
- Batra, R., Venkatram, R., Alden, D. L., Steenkamp, J. E. M., & Ramachander, S. (2000). *Effects of brand local and nonlocal origin on consumer attitudes in developing countries*. *Journal of International Business Studies*, 31(1), 157–175.
- Berlianto, M.P. (2019). PENGARUH COUNTRY OF ORIGIN DAN BRAND IMAGE TERHADAP BRAND EQUITY DAN NIAT PEMBELIAN PADA PRODUK KOSMETIK
- Beuckels, E., & Hudders, L. (2016). *An experimental study to investigate the impact of image interactivity on the perception of luxury in an online shopping context*. *Journal of Retailing and Consumer Services*, 33, 135– 142. <https://doi.org/10.1016/j.jretconser.2016.08.014>
- Bhakar, D. S. S., Mehra, D. S., Kharade, D. Y., Priyadarshani, S., Bisht, P., & Pathak, P. (2015). *Country of Origin Effect on Consumer Willingness to Buy Foreign Product*. *Research Gate*, 61. Retrieved from https://www.researchgate.net/profile/SherBhakar/publication/275654145_Country_of_Origin_Effect_on_Consumer_Willingness_to_Buy_Foreign_Product/links/554c803c0cf21ed2135bac43/Country-of-Origin-Effect-on-Consumer-Willingness-to-Buy-ForeignProduct.pdf
- Bick, R., Halsey, E., & Ekenga, C. (2018). *The global environmental injustice of fast fashion*. *Environmental Health*, 17(1). <https://doi.org/10.1186/s12940-018-0433-7>

- Camacho, Luis J., Patricio E. Ramírez-Correa, and Cristian Salazar-Concha. (2022). *Consumer Ethnocentrism and Country of Origin: Effects on Online Consumer Purchase Behavior in Times of a Pandemic*. *Sustainability*, 14, no. 1: 348. <https://doi.org/10.3390/su14010348>
- Cham, T. H., Ng, C. K. Y., Lim, Y. M., & Cheng, B. L. (2017). *Factors influencing clothing interest and purchase intention: a study of Generation Y consumers in Malaysia*. *The International Review of Retail, Distribution and Consumer Research*, 28(2), 174–189. <https://doi.org/10.1080/09593969.2017.1397045>
- Chao, P., Papadopoulos, N., & Heslop, L. (1995). *Product-Country Images: Impact and Role in International Marketing*. *Journal of Marketing*, 59(2), 115. <https://doi.org/10.2307/1252079>
- Chowdhury, T.A. (2013) *Understanding consumer ethnocentrism in developing countries: Case Bangladesh*. *Journal of Global Marketing*, 26(4), 224–236. <https://doi.org/10.1080/08911762.2013.814821>
- Daniels, J., Radebaugh, L., & Sullivan, D. (2007). *International business: environment and operations* (11th ed.). Pearson Prentice Hall.
- Darmawan, Ricky & Samuel, Hatane & Wijaya, Serli. (2021). Country-Of-Origin Image And Its Effect On Purchase Intention: A Study On A Chinese Smartphone Brand. 10.2991/Aebmr.K.210510.048.
- Diamantopoulos, A., Schlegelmilch, B., & Palihawadana, D. (2011). The relationship between country-of-origin image and brand image as drivers of purchase intentions: a test of alternative perspectives. *International Marketing Review*, 28(5), 508-524.
- Fira Malinda, Ryna Parlyna, & Basrah Saidani. (2021). Pengaruh Kepercayaan terhadap Niat Membeli Ulang dengan Kegunaan yang Dirasakan sebagai Variabel Intervening pada E-commerce X. *Jurnal Bisnis, Manajemen, Dan Keuangan - JBMK*, 2(2), 417-429. <http://pub.unj.ac.id/index.php/jbmk/article/view/277>
- Gazzola, P., Pavione, E., Pezzetti, R., & Grechi, D. (2020). Trends in the Fashion Industry. The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach. *Sustainability*, 12(7), 2809. <https://doi.org/10.3390/su12072809>
- Ger, G., Belk, R.W., & Lascu, D. N. (1993). *The development of consumer desire in marketing and developing economies: The cases of Romania and Turkey*. *Advances in Consumer Research*, Association for Consumer Research, 20, 102–107
- González-Cabrera, C., and Trelles-Arteaga, K. (2021). *Consumer ethnocentrism and purchasing intention in developing countries*. *Retos Revista de Ciencias de la Administración y Economía*, 11(21), pp. 165-179. <https://doi.org/10.17163/ret.n21.2021.10>

- Grozdanovska, V., Jankulovski, N., & Bojkovska, K. (2017). *International Business and Trade*. International Journal of Sciences: Basic and Applied Research (IJSBAR), 31(3), 105–114. https://www.researchgate.net/publication/329487447_International_Business_and_Trade
- Hamzaoui-Essoussi, L., Merunka, D., & Bartikowski, B. (2011). Brand Origin And Country Of Manufacture Influences On Brand Equity And The Moderating Role Of Brand Typicality. *Journal of Business Research*, 64(9), 973-978
- Handoyo, Niko & Nugraha, Albert. (2020). Country of origin dan keputusan pembelian konsumen otomotif: Peran nilai terpersepsi sebagai pemediasi. *Jurnal Ekonomi dan Bisnis*. 23. 149-172. 10.24914/jeb.v23i1.3178.
- Hermenda, Atika & Sumarwan, Ujang & Tinaprillia, Netti. (2019). THE EFFECT OF SOCIAL MEDIA INFLUENCER ON BRAND IMAGE, SELF-CONCEPT, AND PURCHASE INTENTION. *Journal Of Consumer Sciences*. 4. 76-89. 10.29244/Jcs.4.2.76-89.
- Hien, Nguyen Ngoc, Nguyen Nguyen Phuonga, Tung Van Tranb and Le Duc Thang. 2020. The Effect Of Country-Of-Origin Image On Purchase Intention: The Mediating Role Of Brand Image And Brand Evaluation. *Management Science Letters* 10 (2020) 1205–1212
- Hill, C. (2008). *International Business: Competing in the Global Market Place*. Strategic Direction, 24(9). https://doi.org/10.1108/sd.2008.05624_iae.001
- Hsieh, M. H., Pan, S. L., & Setiono, R. (2014). Product-, Corporate-, And Country-Image Dimensions And Purchase Behavior: A multicountry analysis. *Journal of the Academy of Marketing Science*, 32(3), 251-270
- Huddleston, P., Good, L. K., & Stoel, L. (2000). *Consumer ethnocentrism, product necessity and quality perceptions of Russian consumers*. *The International Review of Retail, Distribution and Consumer Research*, 10(2), 167–181. <https://doi.org/10.1080/095939600342343>
- Huete-Alcocer, N. (2017). *A Literature Review of Word of Mouth and Electronic Word of Mouth: Implications for Consumer Behavior*. *Frontiers In Psychology*, 8. <https://doi.org/10.3389/fpsyg.2017.01256>
- Imelia, R., Ruswanti, E. (2017). Factors Affecting Purchase Intention of Electronic House wares in Indonesia. *International Journal of Business and Management Invention*, 6(2), 37-44.
- Jaffe, E. D., & Nebenzahl, I. D. (2016). *National Images And Competitive Advantage: The Theory And Practice Of Place Branding*. Copenhagen: Copenhagen Business School Press.
- Jiménez-Guerrero, J., Gázquez-Abad, J., & Linares-Agüera, E. (2014). *Using standard CETSCALE and other adapted versions of the scale for measuring consumers' ethnocentric tendencies: An analysis of dimensionality*. *BRQ Business Research Quarterly*, 17(3), 174-190. <https://doi.org/10.1016/j.cede.2013.06.003>

- Jin, Z., Chansarkar, B., & Kondap, N. M. (2016). Brand origin in an emerging market: perceptions of Indian consumers. *Asia Pacific Journal of Marketing and Logistics*, 18(4), 283-302
- Jung, H. J., Choi, Y. J., and Oh, K. W. (2020). *Influencing factors of Chinese consumers' purchase intention to sustainable apparel products: exploring consumer "attitude-behavior alintention" gap*. *Sustainability* 12:1770. doi: 10.3390/su12051770
- Karoui, S., & Khemakhem, R. (2019). *Consumer ethnocentrism in developing countries*. *European Research On Management And Business Economics*, 25(2), 63-71. <https://doi.org/10.1016/j.iedeen.2019.04.002>
- Keni, W.K.S. (2019). *Pengaruh social network marketing (SNM) dan electronic word of mouth (Ewom) terhadap minat beli pelanggan*. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(6), 68-74. <http://dx.doi.org/10.24912/jmbk.v2i6.4910>
- Kim, N., Chun, E., & Ko, E. (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*, 34(2), 254-271
- Kim, Namhoon; Chun, Eunha; Ko, Eunju (2017). Country of origin effects on brand image, brand evaluation, and purchase intention. *International Marketing Review*, 34(2), 254-271. doi:10.1108/IMR-03-2015-0071
- Kim, Sang Jin; Choi, Yung Kyun; Kim, Kyung Hoon; Liu, Honglei (2015). Country Of Origin And Brand Image Influences On Perceptions Of Online Game Quality. *Journal Of Consumer Behaviour*, 14(6), 389-398. Doi:10.1002/Cb.1554
- Kiriri, P. N. (2019). *Consumer perception: Animosity, ethnocentrism and willingness to buy Chinese products*. *European Journal of Marketing and Economics*, 2(1), 32-46. <https://doi.org/10.26417/ejme.v2i1.p32-46>
- Ko, E., Kim, K. H., Kim, S. H., Li, G., Zou, P., & Zhang, H. (2019). The relationship among country of origin, brand equity and brand loyalty: comparison among USA, China and Korea. *Journal of Global Academy of Marketing Science*, 19(1), 47-58
- Kotler, Philip dan Hermawan Kertajaya. 2016. *Marketing 4.0: Moving from. Traditional to Digital*. New Jersey: John Wiley & Sons
- Kotler, Phillip dan Kevin Lane Keller. 2016. *Manajemen Pemasaran*. Jakarta: Indeks.
- Kumara, P., & Canhua, K. (2010). Perceptions Of Country Of Origin: An Approach To Identifying Expectations Of Foreign Prod- Ucts. *Journal Of Brand Management*, 17(5), 343-353
- Lee, Jin Kyun; Lee, Byung-Kwan; Lee, Wei-Na (2013). Country-of-origin fit's effect on consumer product evaluation in cross-border strategic brand alliance. *Journal of Business Research*, 66(3), 354-363. doi:10.1016/j.jbusres.2011.08.016
- Listiana, E. 2013. "Pengaruh Country of Origin terhadap Perceived Quality Dengan Moderasi Etnosentris Konsumen". *Jurnal* Vol.8 No.1, 22-47

- Mahardhika, Ayu Anastasya. 2014. "Analisis Faktor Yang Mempengaruhi Niat Beli Di Zalora Online Shop ". *Jurnal Ilmu Manajemen* Volume 2 Nomor 3 Juli, hal 917-927
- Mahrinasari, M.S. (2019). The Country Of Origin (COO) Model Of The Indonesian And Chinese Printed Batik Products. *Journal Of Southwest Jiaotong University* 54 (4)
- Marcoux, J., Filiatrault, P., & Chéron, E. (1997). The Attitudes Underlying Preferences of Young Urban Educated Polish Consumers Towards Products Made in Western Countries. *Journal of International Consumer Marketing*, 9(4), 5–29
- Melitina Tecoalu, Saparso, & Fernandes. (2021). The Role Of Brand Image In Mediating The Influence Of Country Of Origin Image And Price On Purchasing Decisions (Study Case On Car Credit Products PT. Maybank Indonesia Finance). *SIASAT*, 6(4), 204-218. <https://doi.org/10.33258/Siasat.V6i4.105>
- Menon, Ajay and Anil Menon. (1997). *Enviropreneurial Marketing Strategy: The Emergence of Corporate Environmentalism as Market Strategy*. *The Journal of Marketing*, 61 (1), 51–67.
- Merabet, A. (2020). The Effect of Country-of-Origin Image on Purchase Intention. The Mediating Role of Perceived Quality and Perceived Price. *European Journal of Business and Management Research*, 5(6). <https://doi.org/10.24018/ejbmr.2020.5.6.589>
- Moradi, H., & Zarei, A. (2012). Creating Consumer-Based Brand Equity For Young Iranian Consumers Via Country Of Origin Sub-Components Effects. *Asia Pacific Journal of Marketing and Logistics*, 24(3), 394-413
- Mujahidah, As & Tan, Pauline. (2021). THE INFLUENCE OF COUNTRY-OF-ORIGIN IMAGE, BRAND IMAGE, AND BRAND EVALUATION ON PURCHASE INTENTION TOWARDS NIKE BRAND IN JABODETABEK. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*.. 8. 10.35794/Jmbi.V8i1.34135.
- Mulhern, F. (2009). *Integrated marketing communications: From media channels to digital connectivity*. *Journal of Marketing Communications*, 15(2–3), 85–101. <https://doi.org/10.1080/13527260902757506>
- Naeem, M., Saeed, R. M. K. & Aslam. (2015). Consumer's Brand Purchase Intention In Emerging Markets Like Pakistan. *Journal Of Marketing And Consumer Research* Vol 5.
- Nguyen, Phuong & Dat, Nguyen. (2017). The Effect of Country-of-Origin on Customer Purchase Intention: A Study of Functional Products in Vietnam. *The Journal of Asian Finance, Economics and Business*. 4. 75-83. 10.13106/jafeb.2017.vol4.no3.75.
- O'Cass, A., & McEwen, H. (2004). *Exploring consumer status and conspicuous consumption*. *Journal of Consumer Behaviour*, 4(1), 25–39.

- Pennanen, K., Luomala, H.T. & Solovjova, J. (2017). *Analyzing the antecedents and consequences of consumer ethnocentrism amongst Russian food consumers*, in C.L. Campbell (ed.), *The customer is not always right? Marketing orientations in a dynamic business world*. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, pp. 741–749, Springer, Cham.
- Permana, M. S. 2014. “Pengaruh Country of Origin, Brand Image, dan Persepsi Kualitas terhadap Intensi Pembelian Notebook Lenovo”. *Jurnal Manajemen*, Vol. XVIII, 365-380.
- Pesireron, Semy. 2016. “Pengaruh Keterampilan, Jobb Stress Dan Disiplin Kerja Terhadap Kinerja Auditor Inspektorat (Study Empiris Pada Inspektorat Kabupaten Seram Bagian Timur Dan Kabupaten Maluku Tengah) *Jurnal Maneksi* Vol 5, No. 1, Juni 2016, Issn : 2302-9560
- Picaully, Maria Regina. 2018. “Pengaruh Kepercayaan Pelanggan Terhadap Niat Pembelian Gadget Di Shopee Indonesia”. *Jurnal Volume* 18, Nomor 1, November 2018, pp 31-40. <http://journal.maranatha.edu/jmm> 31
- Priatni, S.B., Hutriana, T., & Hindarwati, E.N. (2019). *Pengaruh social media marketing terhadap purchase intention dengan brand awareness sebagai variable intervening pada Martha Tilaar salon day spa*. *Jurnal Ekonomi, Manajemen dan Perbankan*, 5(3), 145-155. <http://dx.doi.org/10.35384/jemp.v5i3.165>
- Puzakova, M., Kwak, H., & Rocereto, J. F. (2013). When Humanizing Brands Goes Wrong: The Detrimental Effect Of Brand Anthropomorphization Amid Product Wrongdoings. *Journal Of Marketing*, 77(3), 81-100
- Razak, M., Hidayat, M., Launtu, A., Kusuma Putra, A.H.P.A. and Bahasoan, S. (2020). Antecedents and consequence of brand management: empirical study of Apple’s brand product. *Journal of Asia Business Studies*, 14(3): 307-322.
- Sahu, A., Padhy, R., & Dhir, A. (2020). *Envisioning the Future of Behavioral Decision-Making: A Systematic Literature Review of Behavioral Reasoning Theory*. *Australasian Marketing Journal*, 28(4), 145-159. <https://doi.org/10.1016/j.ausmj.2020.05.001>
- Sekaran, Uma & Rouger Bougie. 2016. *Research Methods For Business: A Skill Building Approach* 17th Edition. Chichester: Wiley
- Shah, H., Aziz, A., Jaffari, A.R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, K. (2012). *The impact of brands on consumer purchase intentions*. *Asian Journal of Business Management*, 4(2), 105-110
- Shahid, Z., Hussain, T., & Zafar, F. (2017). *The impact of Brand Awareness on the consumers’ purchase intention*. *Journal of Accounting & Marketing*, 06(01), 34–38. <https://doi.org/10.4172/2168-9601.1000223>
- Sharma, S., Shimp, T. A., & Shin, J. (1995). *Consumer ethnocentrism: A test of antecedents and moderators*. *Journal of the Academy of Marketing Science*, 23(1), 26–37. <https://doi.org/10.1007/bf02894609>

- Shimp, T. A., & Sharma, S. (1987). *Consumer Ethnocentrism: Construction and Validation of the CETSCALE*. *Journal of Marketing Research*, 24(3), 280. <https://doi.org/10.2307/3151638>
- Sirianni, N., Bitner, M., Brown, S., & Mandel, N. (2013). Branded Service Encounters: Strategically Aligning Employee Behavior With The Brand Positioning. *Journal Of Marketing*, 77(6), 108-123
- Stankevich, A. (2017). *Explaining the Consumer Decision-Making Process: Critical Literature Review*. *JOURNAL OF INTERNATIONAL BUSINESS RESEARCH AND MARKETING*, 2(6), 7-14. <https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001>
- Stern, Paul C. (2000). *New Environmental Theories: Toward a Coherent Theory of Environmentally Significant Behavior*. *Journal of Social Issues*, 56 (3), 407–24.
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta
- Supphellen, M., & Grønhaug, K. (2003). *Building foreign brand personalities in Russia: the moderating effect of consumer ethnocentrism*. *International Journal of Advertising*, 22(2), 203–226. <https://doi.org/10.1080/02650487.2003.11072849>
- Thomas, M., & Hill, H. (1999). *The impact of ethnocentrism on devising and implementing a corporate identity strategy for new international markets*. *International Marketing Review*, 16(4/5), 376-390. <https://doi.org/10.1108/02651339910281956>
- Tjiptono, Fandy. 2014. *Pemasaran Jasa*. Yogyakarta: Andi
- Tjokrosaputro, M., & Cokki, C. (2020). *Peran innovativeness sebagai moderasi pada keterkaitan pengaruh sosial terhadap minat pembelian kopi Starbucks*. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 4(1), 74-81. <http://dx.doi.org/10.24912/jmieb.v4i1.7588>
- Tulipa, Diyah & Muljani, Ninuk. (2015). The Country Of Origin And Brand Image Effect On Purchase Intention Of Smartphone In Surabaya - Indonesia. *Mediterranean Journal Of Social Sciences*. 6. 10.5901/Mjss.2015.V6n5s5p64.
- Usunier, J. (2011). The Shift From Manufacturing To Brand Origin: Suggestions For Improving COO Relevance. *International Marketing Review*, 28(5), 480-496.
- Usunier, J., & Lee, J. (2005). *Marketing across cultures*. Financial Times/Prentice Hall.
- Veblen, T. (1899). *The theory of the leisure class: An economic study of institutions*. London: Urwin Books (reprinted New York: Dover Publications, 1994)
- Veloutsou, C. 2015. Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal of Consumer Marketing*, Vol.32 No.6, pp. 405-421
- Wang, T. (2017). *Social identity dimensions and consumer behavior in social media*. *Asia Pacific Management Review*, 22(1), 45-51. <https://doi.org/10.1016/j.apmr.2016.10.003>

- Wei, C.-L., & Ho, C.-T. (2019). *Exploring signaling roles of service providers' reputation and competence in influencing perceptions of service quality and outsourcing intentions*. *Journal of Organizational and End User Computing*, 31(1), 86–109. <https://doi.org/10.4018/joeuc.2019010105>
- White, K., Habib, R., & Hardisty, D. (2019). *How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework*. *Journal Of Marketing*, 83(3), 22-49. <https://doi.org/10.1177/0022242919825649>
- Wu, J., & Fu, G. (2007). The effects of brand origin country and made-in country on consumers' product evaluations and purchase intention. *Frontiers of Business Research in China*, 1(3), 333–350. doi:10.1007/s11782-007-0019-7
- Yagci, M. I. (2001). *Evaluating the Effects of Country-of-Origin and Consumer Ethnocentrism*. *Journal of International Consumer Marketing*, 13(3), 63–85. https://doi.org/10.1300/j046v13n03_05
- Yan, B. (2019) Research on the Influence of Customer Perceived Value on Brand Equity. *American Journal of Industrial and Business Management*, 9, 609-626. <https://doi.org/10.4236/ajibm.2019.93042>.
- Zikmund., Babin.2013, *Menjelajahi Riset Pemasaran*, Salemba Empat, Jakarta.

