

REFERENCES

- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3).
- Aaker, D. A. (2013). *Manajemen Pemasaran Strategi* (8th ed.). Salemba Empat.
- Aaker, D. A., & McLoughlin, D. (2010). *Strategic Market Management: Global Perspectives*. Wiley. <https://books.google.co.id/books?id=tpW22FvYvn8C>
- Abdelwahab, D., Jiménez, N., San-Martín, S., & Prodanova, J. (2020). Between love and boycott: a story of dual origin brands. *Spanish Journal of Marketing-ESIC*, 24(3), 377–402.
- Agustina, N. A., Sumowo, S., & Wijyantini, B. (2018a). Pengaruh kualitas produk, citra merek, dan harga terhadap keputusan pembelian. *Jurnal Penelitian Ipteks*, 3(2), 186–196.
- Agustina, N. A., Sumowo, S., & Wijyantini, B. (2018b). Pengaruh kualitas produk, citra merek, dan harga terhadap keputusan pembelian. *Jurnal Penelitian Ipteks*, 3(2), 186–196.
- Aini, E. N., & Andjarwati, A. L. (2020). Pengaruh gaya hidup konsumtif dan kualitas produk terhadap keputusan pembelian. *Jurnal Bisnis Dan Manajemen Islam*, 8(1), 17–27.
- Aisha, N., & Kurnia, E. (2018). Pengaruh Kuantitas Pelayanan dan Kualitas Pelayanan terhadap Citra Merek pada Universitas Muhammadiyah Sumatera Utara. *Jurnal Samudra Ekonomi Dan Bisnis*, 9(2), 128–137.
- Akel, G. (2022). *Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices*. IGI Global. <https://books.google.co.id/books?id=bPZ7EAAAQBAJ>
- Alam, M. A., Roy, D., Akther, R., & Hoque, R. (2022). Consumer ethnocentrism and buying intentions on electronic products: moderating effects of demographics. *South Asian Journal of Marketing, ahead-of-print*.
- Alshammari, E., & Williams, M. (2018). The Impact of Cultural Similarity on Consumer Ethnocentrism Tendencies Toward Foreign Products. *Arch. Bus. Res*, 6, 250–262.
- Ammari, N. B. (2022). *Social Customer Relationship Management (Social-CRM) in the Era of Web 4.0*. IGI Global. <https://books.google.co.id/books?id=62t4EAAAQBAJ>
- Ardisa, C., Rohman, F., & Puspaningrum, A. (2022). COUNTRY OF ORIGIN AND PERCEIVED QUALITY IN MEDIATING THE INFLUENCE OF CONSUMER ETHNOCENTRISM ON PURCHASE INTENTION. *Jurnal Aplikasi Manajemen*, 20(3), 563–577.

- Aripin, Z., & Negara, M. R. P. (2021). *Perilaku Bisnis: Etika Bisnis & Perilaku Konsumen*. Deepublish.
<https://books.google.co.id/books?id=ZPpLEAAAQBAJ>
- Ayu, A. K. D., & Artanti, Y. (2020). Pengaruh Online Customer Review, City Image, dan Purchase Intention Terhadap Purchase Intention. *Jurnal Manajemen Dan Keuangan*, 9(1), 88–100.
- Ayub, M. T. T. J., & Kusumadewi, N. M. W. (2021). The effects of price perception, product knowledge, company image, and perceived value on purchase intentions for automotive products. *European Journal of Business and Management Research*, 6(5), 47–50.
- Aztiani, D., Wahab, Z., & Andriana, I. (2019). The Effect of Perceived Quality, Perceived Price and Need for Uniqueness on ConsumerTM's Purchase Intention Through Online Store of Children Import Bag in Palembang, Indonesia. *International Journal of Scientific and Research Publications (IJSRP)*, 9(8), p9222.
- Baines, P., Antonetti, P., & Rosengren, S. (2022). *Marketing*. Oxford University Press. <https://books.google.co.id/books?id=WJtjEAAAQBAJ>
- Beneke, J., Brito, A., & Garvey, K.-A. (2015). Propensity to buy private label merchandise: the contributory effects of store image, price, risk, quality and value in the cognitive stream. *International Journal of Retail & Distribution Management*, 43(1), 43–62.
- Benhardy, K., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 10(14), 3425–3432.
- Bennett, P. D. (1995). *Dictionary of marketing terms / Peter D. Bennett, editor*. (2nd ed.). American Marketing Association ;
- Bernarto, I., Wilson, N., & Suryawan, I. N. (2019). Pengaruh website design quality, service quality, trust dan satisfaction terhadap repurchase intention (studi kasus: tokopedia. com). *Jurnal Manajemen Indonesia*, 19(1), 80–90.
- Bizumic, B. (2018). *Ethnocentrism: Integrated Perspectives*. Taylor & Francis.
<https://books.google.co.id/books?id=kNNyDwAAQBAJ>
- Boone, L. E., Kurtz, D. L., & Canzer, B. (2021). *Contemporary Business*. Wiley.
https://books.google.co.id/books?id=eiY_EAAAQBAJ
- Bosch, J., Venter, E., Han, Y., & Boshoff, C. (2006). The impact of brand identity on the perceived brand image of a merged higher education institution: Part one. *Management Dynamics*, 15, 10–30.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.

- Bryła, P., & Domański, T. (2022). *Consumer Ethnocentrism, Country of Origin and Marketing: Food Market in Poland*. Taylor & Francis.
- Budiarti, R. R. A. M., Simanjuntak, M., & Nurhayati, P. (2022). ONLINE SHOPPING: ANALYSIS OF THE INFLUENCE OF ETHNOCENTRISM ON PURCHASE INTENTION IN LOCAL COSMETICS. *Jurnal Ilmu Keluarga & Konsumen*, 15(3), 278–288.
- Cahyadi, I. R. (2022, September 14). *Erigo Bangga Bisa Kembali Tampil di New York Fashion Week*. Beritasatu.Com.
<https://www.beritasatu.com/lifestyle/976779/erigo-bangga-bisa-kembali-tampil-di-new-york-fashion-week>
- Cavusgil, T., Sinkovics, R. R., & Ghauri, P. N. (2009). *New Challenges to International Marketing*. Emerald Group Publishing Limited.
<https://books.google.co.id/books?id=pLi5tM-eeJQC>
- cncindonesia.com. (2022, August 26). *Top! Dukung Produk Lokal, LKPP Blokir 13.600 Produk Impor*. Cncindonesia.Com.
<https://www.cncindonesia.com/news/20220826115617-8-366853/top-dukung-produk-lokal-lkpp-blokir-13600-produk-impor>
- Crespo-Hervas, J., Alguacil, M., & Núñez-Pomar, J. (2018). Gender comparison of the perception of brand image and purchasing preferences of users of a sports service. *Journal of Physical Education and Sport*, 18, 1276–1284.
- Čvirik, M. (2021). Consumer ethnocentrism: Comparison of Slovakia and the Czech Republic. *Acta Univ. Agric. Silvic. Mendel. Brun*, 69, 259–266.
- Dapas, C. C., Sitorus, T., Purwanto, E., & Ihalauw, J. J. O. I. (2019). The effect of service quality and website quality of zalora. Com on purchase decision as mediated by purchase intention. *Calitatea*, 20(169), 87–92.
- de Mooij, M. (2018). *Global Marketing and Advertising: Understanding Cultural Paradoxes*. SAGE Publications.
<https://books.google.co.id/books?id=ACxUDwAAQBAJ>
- Dicky Wisnu UR, M. M., & Permana, G. I. (2022). *DAMPAK PEMASARAN SOSIAL MEDIA DAN CITRA MEREK TERHADAP NIAT BELI*. Pustaka Peradaban. <https://books.google.co.id/books?id=4UCLEAAAQBAJ>
- Dihni, V. A. (2022, March 15). *10 Merek Fesyen Favorit Masyarakat Indonesia, Siapa Juaranya?* Databoks.Katadata.Co.Id.
<https://databoks.katadata.co.id/datapublish/2022/03/15/10-merek-fesyen-favorit-masyarakat-indonesia-siapa-juaranya>
- Effendi, N. I., Mulyana, M., Apriani, A., Titing, A. S., Nugroho, H., Purnama, D., A, M. U., & Egim, A. S. (2022). *Strategi Pemasaran*. Global Eksekutif Teknologi. <https://books.google.co.id/books?id=u-aWEAAAQBAJ>

- Ekarina. (2020, October 27). *Survei KIC : 87% Konsumen Lebih Suka Belanja Merek Dalam Negeri*. Katadata.Co.Id.
<https://katadata.co.id/ekarina/brand/5f97832e74050/survei-kic-87-konsumen-lebih-suka-belanja-merek-dalam-negeri>
- Engel, J., Blackwell, R., & Miniard, P. (1995). *Consumer Behavior* (8th ed.). The Dryden Press.
- Ferinia, R., Tanjung, R., Purba, B., Lestari, N., Mastuti, R., Utami, N. R., Murdana, I. M., Suwandi, A., Mistriani, N., & Fitriyani, E. (2021). *Perilaku Konsumen Kepariwisata*. Yayasan Kita Menulis.
- Foster, S. T., & Gardner, J. W. (2022). *Managing quality: Integrating the supply chain*. John Wiley & Sons.
- Gantulga, U., & Ganbold, M. (2022). Understanding purchase intention towards imported products: Role of ethnocentrism, country of origin, and social influence. *Jurnal Ilmiah Peuradeun*, 10(2), 449–470.
- Ghristian, I. D. (2016). Pengaruh harga diskon, kualitas produk, citra merek, dan iklan terhadap minat beli celana jeans Levi's di Surabaya. *Journal of Business and Banking*, 5(2), 319–336.
- Giordano, J.-L. (2006). *L'approche qualité perçue*. Ed. d'Organisation.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*.
www.cengage.com/highered
- Huang, W. (2010). Brand story and perceived brand image: Evidence from Taiwan. *Journal of Family and Economic Issues*, 31, 307–317.
- I Nyoman Putra Yasa, S. E. M. S. B. K. P., & I Gede Nandra Hari Wiguna, S. E. M. S. (2022). *Kewirausahaan Theopreneurship: Teori dan Kiat Menjadi Wirausaha*. PT. RajaGrafindo Persada - Rajawali Pers.
<https://books.google.co.id/books?id=zd55EAAAQBAJ>
- Ilmiyah, K., & Krishernawan, I. (2020). Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Mojokerto. *Maker: Jurnal Manajemen*, 6(1), 31–42.
- Indah, D. R., Afalia, I., & Maulida, Z. (2020). Pengaruh citra merek, kualitas produk dan harga terhadap keputusan pembelian produk hand and body lotion vaseline (studi kasus pada mahasiswa universitas samudra). *Jurnal Samudra Ekonomi Dan Bisnis*, 11(1), 83–94.
- Irfan, A. M. (2019). Pengaruh Kualitas Pelayanan, Harga Dan Fasilitas Yang Diberikan Kenari Waterpark Bontang Terhadap Tingkat Kepuasan Pelanggan. *Al-Infraq: Jurnal Ekonomi Islam*, 9(2), 82–97.
- Iriawan, H. (2021). *MANAJEMEN MEREK & KEPUASAN PELANGGAN*. Penerbit NEM. <https://books.google.co.id/books?id=ydQxEAAAQBAJ>

- Kahn, K. B. (2014). *Product Planning Essentials*. Taylor & Francis.
https://books.google.co.id/books?id=OT_fBQAAQBAJ
- Kaniawati, K. (2019). Analisis Pengaruh Psikologi Konsumen Dan Etnosentrisme Terhadap Minat Beli Konsumen Sepatu Di Cibaduyut Bandung (Studi Kasus Konsumen Diana Shoes Bandung). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(2), 247–254.
- Karoui, S., & Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, 25(2), 63–71.
- Kemendag/Baparekraf RI. (2021, June 15). *5 Brand Fashion Lokal Merambah Kancah Internasional*. Kemendag.Go.Id.
<https://kemendag.go.id/ragam-ekonomi-kreatif/5-Brand-Fashion-Lokal-Merambah-Kancah-Internasional>
- kemendag.go.id. (2019, November 6). *Industri Tekstil dan Pakaian Tumbuh Paling Tinggi*. Kemendag.Go.Id.
<https://kemendag.go.id/artikel/21191/Industri-Tekstil-dan-Pakaian-Tumbuh-Paling-Tinggi>
- kemendag.go.id. (2020, September 7). *Indonesia Berpotensi Lahirkan Banyak Global Brand*. Kemendag.Go.Id.
<https://www.kemendag.go.id/artikel/21981/>
- Keni, K., & Sandra, K. K. (2021). Prediksi customer experience dan service quality terhadap customer loyalty: Customer satisfaction sebagai variabel mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 191–204.
- Kenyon, G. N., & Sen, K. C. (2014). *The Perception of Quality: Mapping Product and Service Quality to Consumer Perceptions*. Springer London.
<https://books.google.co.id/books?id=NIqaBQAAQBAJ>
- Kim, S., Park, J. H., Lee, D. K., Son, Y., Yoon, H., Kim, S., & Yun, H. J. (2017). The impacts of weather on tourist satisfaction and revisit intention: A study of South Korean domestic tourism. *Asia Pacific Journal of Tourism Research*, 22(9), 895–908.
- Kiriri, P. N. (2019). Consumer perception: Animosity, ethnocentrism and willingness to buy chinese products. *European Journal of Marketing and Economics*, 2(1), 32–46.
- Kirmani, A., & Zeithaml, V. (1993). Advertising, perceived quality, and brand image. *Brand Equity and Advertising: Advertising's Role in Building Strong Brands*, 143–161.
- kominfo.go.id. (2020, July 1). *Dorong Penjualan Produk Lokal, Pemerintah Gelar Kampanye #SemuanyaAdaDisini*. Kominfo.Go.Id.
<https://www.kominfo.go.id/content/detail/27557/dorong-penjualan-produk-lokal-pemerintah-gelar-kampanye-semuanyaadadisini/0/berita>

- kominfo.go.id. (2021, January 17). *Dukung Produk Lokal dengan Membeli dan Mempromosikan*. Kominfo.Go.Id.
<https://www.kominfo.go.id/content/detail/32132/dukung-produk-lokal-dengan-membeli-dan-mempromosikan/0/berita>
- kompasiana.com. (2019, September 6). *Potensi dan Kualitas Industri Apparel Indonesia Tidak Kalah dengan Luar Negeri*. Kompasiana.Com.
<https://www.kompasiana.com/bocahdesa/5d7218870d82307bed192712/potensi-kualitas-industri-apparel-indonesia-tidak-kalah-dengan-luar-negeri>
- Kotler, P. (2003). *Dasar-dasar Pemasaran* (9th ed.). PT. Indeks Gramedia.
- Kotler, P. (2005). *Manajemen Pemasaran*. PT Indeks Kelompok Gramedia.
- Lee, J., & Lee, Y. (2018). Effects of multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image. *Journal of Fashion Marketing and Management: An International Journal*, 22(3), 387–403.
- Lestari, R. (2022, February 13). *Konsumsi Sandang Meningkat, Jadi Tumpuan Pemulihan Industri Tekstil*. Bisnis.Com.
<https://ekonomi.bisnis.com/read/20220213/257/1499812/konsumsi-sandang-meningkat-jadi-tumpuan-pemulihan-industri-tekstil>
- Lubis, A. A. (2018). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Surat Kabar Pada PT. Suara Barisan Hijau Harian Orbit Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 16(2).
- Madeswaran, A. (2019). *Consumer - The Boss (Essentials on Consumer Behaviour and marketing Strategies)*. Archers & Elevators Publishing House. <https://books.google.co.id/books?id=qXltEAAAQBAJ>
- Maghfiroh, L., & Iriani, S. S. (2021). Niat beli sepatu merek lokal oleh generasi muda: pengaruh consumer ethnocentrism, perceived quality, perceived price, dan perceived brand image. *Jurnal Ilmu Manajemen*, 9(2), 617–633.
- Makmun, M. (2022, April 20). *Deddy Corbuzier Jadi Investor Merek Fashion Lokal Erigo*. Investor.Id. <https://investor.id/lifestyle/291174/deddy-corbuzier-jadi-investor-merek-fashion-lokal-erigo>
- Malik, M. E., Naeem, B., & Munawar, M. (2012). Brand image: Past, present and future. *Journal of Basic and Applied Scientific Research*, 2(12), 13069–13075.
- Mannan, M., Ahamed, R., & Zaman, S. B. (2019). Consumers' willingness to purchase online mental health services. *Journal of Services Marketing*.
- Masterson, R., & Pickton, D. (2010). *Marketing: An Introduction*. SAGE Publications. <https://books.google.co.id/books?id=KKp3Hg5vmVsC>

- 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).
- Meshreki, H., Ennew, C., & Mourad, M. M. (2018). A comparative analysis of dimensions of COO and animosity on industrial buyers' attitudes and intentions. *Journal of Product & Brand Management*.
- Mileva, D. N. (2018). Pengaruh social media marketing dan persepsi kualitas terhadap niat beli Surabaya Snowcake (Studi pada masyarakat Surabaya Timur). *Jurnal Ilmu Manajemen (JIM)*, 7(2), 446–452.
- Monica, E. (2018). Pengaruh Harga, Lokasi, Kualitas Bangunan dan Promosi Terhadap Minat Beli Perumahan Taman Safira Bondowoso. *International Journal of Social Science and Business*, 2(3), 141–149.
- Mulazid, A. S. (2018). Analisis pengaruh service quality, customer relationship management dan keunggulan produk tabungan terhadap loyalitas nasabah pada Bank BRI Syariah. *Islamadina: Jurnal Pemikiran Islam*, 19(1), 89–106.
- Mulyaputri, V. M., & Sanaji, S. (2021). Pengaruh Viral Marketing dan Brand Awareness Terhadap Niat Beli Merek Kopi Kenangan di Kota Surabaya. *Jurnal Ilmu Manajemen*, 9(1), 91.
- Naseri, R. N. N. (2021). An Overview Of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10), 7674–7681.
- Nastiti, H. (2021, August 24). *Bangga! Erigo Jadi Wakil Indonesia di New York Fashion Week 2021*. Kompas.Com. <https://www.kompas.com/hype/read/2021/08/24/072225166/bangga-erigo-jadi-wakil-indonesia-di-new-york-fashion-week-2021>
- Neuliep, J. W. (2020). *Intercultural Communication: A Contextual Approach*. SAGE Publications. <https://books.google.co.id/books?id=4--9DwAAQBAJ>
- Nguyen, N. H., Dao, T. K., Duong, T. T., Nguyen, T. T., Nguyen, V. K., & Dao, T. L. (2023). Role of consumer ethnocentrism on purchase intention toward foreign products: Evidence from data of Vietnamese consumers with Chinese products. *Heliyon*, e13069.
- NGUYEN, T. N. D., DANG, P. N., TRAN, P. H., & NGUYEN, T. T. T. (2022). The impact of consumer ethnocentrism on purchase intention: an empirical study from Vietnam. *The Journal of Asian Finance, Economics and Business*, 9(2), 427–436.
- Nugrahaeni, M., Guspul, A., & Hermawan, H. (2021). Pengaruh Suasana Toko, Kualitas Pelayanan, Kepercayaan, Dan Persepsi Harga Terhadap Minat Beli Ulang. *Jurnal Fokus Manajemen Bisnis*, 11(2), 230–243.

- Nyadzayo, M. W., Johnson, L. W., & Rossi, M. (2020). Drivers and outcomes of brand engagement in self-concept for luxury fashion brands. *Journal of Fashion Marketing and Management: An International Journal*, 24(4), 589–609.
- Octabriyantiningtyas, D., & Suryani, E. (2019). The effect of service quality on t-cash customer satisfaction using system dynamics framework. *Journal of Information Systems Engineering and Business Intelligence*, 5(1), 76–84.
- Oliveira, L. (2022). *Handbook of Research on Digital Communications, Internet of Things, and the Future of Cultural Tourism*. IGI Global.
https://books.google.co.id/books?id=_m9bEAAAQBAJ
- Oscar, Y., & Keni, K. (2019). Pengaruh brand image, persepsi harga, dan service quality terhadap keputusan pembelian konsumen. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 20–28.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135–145.
- Pranata, A., Syah, T. Y. R., & Anindita, R. (2020). Interpersonal trust impact on moderate customer satisfaction by product quality and brand image. *Journal of Multidisciplinary Academic*, 4(1), 34–41.
- Prasetio, A., Ashoer, M., Hutahaean, J., Simarmata, J., Samosir, R. S., Nugraha, H., Jamaludin, J., Harmayani, H., Putra, S. H., & Irdawati, I. (2021). *Konsep Dasar E-Commerce*. Yayasan Kita Menulis.
<https://books.google.co.id/books?id=xt8hEAAAQBAJ>
- Pride, W. M., & Ferrell, O. C. (2018). *Foundations of Marketing, Loose-leaf Version*. Cengage Learning.
<https://books.google.co.id/books?id=ciNJEAAAQBAJ>
- Purwono, F. H., Ulya, A. U., Purnasari, N., & Juniatmoko, R. (2019). *Metodologi Penelitian (Kuantitatif, Kualitatif dan Mix Method)*. GUEPEDIA.
- Rageh Ismail, A., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers. *Journal of Fashion Marketing and Management: An International Journal*, 16(4), 386–398.
- Rahman, H. A., & Sitio, A. (2019). the Effect of Promotion and Product Quality Through Purchase Decision on the Customer Satisfaction of Bohemian Project. Id Products. *Growth*, 9(8).
- Rahmaningtyas, A., Hartono, S., & Suryantini, A. (2017). Factors affecting online purchasing of local food. *Agro Ekonomi*, 28(2), 189–204.
- Rahmawati, N. A., & Muflikhati, I. (2016). Effect of consumer ethnocentrism and perceived quality of product on buying behavior of domestic and foreign

- food products: A case study in Pekanbaru, Riau, Indonesia. *Journal of Consumer Sciences*, 1(1), 1–13.
- republika.co.id. (2022, April 22). *Akhir Tahun, Label Lokal Erigo Bakal Buka 100 Outlet*. Republika.Co.Id.
<https://ameera.republika.co.id/berita//raqqtm463/akhir-tahun-label-lokal-erigo-bakal-buka-100-outlet>
- Riesso, S. A. S., Febrianty, E. H., Satria, C. B. F., Pratiwi, A. P. R., Wardhani, W. N. R., Widati, D. L. E., Arnida, F. M., Sefudin, A., & Faradilla, C. (2022). *Manajemen Merek*. Media Sains Indonesia.
<https://books.google.co.id/books?id=Lo-kEAAAQBAJ>
- Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results: The importance-performance map analysis. *Industrial Management & Data Systems*, 116(9), 1865–1886.
- Riptiono, S. (2020). Pengaruh allocentris dan animosity terhadap niat beli konsumen pada produk makanan lokal dengan ethnocentrism sebagai intervening variabel. *Jurnal Aplikasi Bisnis Dan Manajemen (JABM)*, 6(2), 379.
- Ristanti, A., & Iriani, S. S. (2020). Pengaruh kualitas produk dan citra merek terhadap keputusan pembelian konsumen Nature Republic di Surabaya. *Jurnal Ilmu Manajemen*, 8(3), 1026–1037.
- Rohman, I. Z., & Indaryadi, A. I. K. (2020). Pengaruh celebrity endorser, brand image, brand loyalty, dan perceived quality terhadap minat beli konsumen dan dampaknya terhadap intensi rekomendasi. *Jurnal Kajian Manajemen Bisnis*, 9(2), 80–91.
- Rosariana, B. (2021, September 28). *Generasi 'Milenial' Dan Generasi 'Kolonial'*. <https://www.djkn.kemenu.go.id/kpknl-pontianak/baca-artikel/14262/generasi-milenial-dan-generasi-kolonial.html>.
- Roseira, C., Teixeira, S., Barbosa, B., & Macedo, R. (2022). How Collectivism Affects Organic Food Purchase Intention and Behavior: A Study with Norwegian and Portuguese Young Consumers. *Sustainability*, 14(12), 7361.
- Rossanty, Y., Nasution, M. D. T. P., & Ario, F. (2018). *Consumer Behaviour in Era Millennial*. Lembaga Penelitian dan Penulisan Ilmiah AQLI.
<https://books.google.co.id/books?id=LgmZDwAAQBAJ>
- Saidani, B., Muztahid, M. S., & Haro, A. (2017). The Influence of Perceived Quality, Brand Image, and Emotional Value Towards Purchase Intention of Consina Backpack. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 8(1), 1–19.
- Santoso, G., & Triwijayati, A. (2018). Gaya pengambilan keputusan pembelian pakaian secara online pada generasi Z Indonesia. *Jurnal Ilmu Keluarga & Konsumen*, 11(3), 231–242.

- Saputri, M. E. (2016). Pengaruh Perilaku Konsumen Terhadap Pembelian Online Produk Fashion Pada Zalora Indonesia. *Jurnal Sositologi, 15*(2), 291–297.
- Sari, D. P., & Nuvriasari, A. (2018). Pengaruh citra merek, kualitas produk dan harga terhadap keputusan pembelian produk merek eiger (kajian pada mahasiswa Universitas Mercu Buana Yogyakarta). *Jurnal Penelitian Ekonomi Dan Bisnis, 3*(2), 73–83.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Perilaku Konsumen* (Kasip Zulkifli, Ed.; 7th ed.). PT. Indexs.
- Selli, M., & Kurniawan, H. (2014). Effects of animosity and allocentrism toward consumer ethnocentrism in shaping consumers' willingness to purchase: a case study on consumers in Greater Jakarta (Jabodetabek Area) in Purchasing Malaysian Products. *ASEAN Marketing Journal, 6*(1), 1.
- Sethna, Z., & Blythe, J. (2019). *Consumer behaviour*. Sage.
- Setiawan, R., & Achyar, A. (2021). Effects of Perceived Trust and Perceived Price on Customers' Intention to Buy in Online Store in Indonesia. *ASEAN Marketing Journal*.
- Shariq, M. (2019). A Study of Brand Equity Formation in the Fast Moving Consumer Goods Category. *Jindal Journal of Business Research, 8*(1), 36–50.
- Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research, 24*(3), 280–289.
- Siahaan, R. H., Suhud, U., & Purwohedi, U. (2021). Impact of ethnocentrism and other factors on willingness to buy Chinese cars. *Journal of Consumer Sciences, 6*(1), 62–76.
- Siamagka, N.-T., & Balabanis, G. (2015). Revisiting consumer ethnocentrism: review, reconceptualization, and empirical testing. *Journal of International Marketing, 23*(3), 66–86.
- Sidi, A. P. (2018). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Digital Marketing terhadap Loyalitas Pelanggan. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia, 12*(1), 1–8.
- Singla, V., & Gupta, G. (2019). Emotional branding scale and its role in formation of brand trust. *Paradigm, 23*(2), 148–163.
- Sinulingga, N. A. B., & Sihotang, H. T. (2021). *Perilaku Konsumen: Strategi dan Teori* (Vol. 1). Iocs Publisher.
- Sugiarto, I. (2019). *Esensi Statistika Deskriptif untuk Bisnis*. www.gsml.id

- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta.
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When brand image, perceived price, and perceived quality interplay in predicting purchase intention: Developing a rhombus model. *Richtmann Publishing*, 11(1), 232–245.
- Suhud, U., & Willson, G. (2019). Low-cost green car purchase intention: Measuring the role of brand image on perceived price and quality. *International Journal of Economics and Business Administration*.
- Sumiati, S., & Mujanah, S. (2018). Persepsi Kualitas Produk, Persepsi Harga dan Promosi Terhadap Keputusan Pembelian Tas Sophie Paris pada Mahasiswa. *AMAR (Andalas Management Review)*, 2(2), 1–10.
- Sumner, W. G. (1906). *Folkways: The Sociological Importance of Usages, Manners, Customs, Mores and Morals*. Ginn.
- Sun, Y., Cai, H. H., Su, R., & Shen, Q. (2020). Advantage of low quality in short life cycle products. *Asia Pacific Journal of Marketing and Logistics*, 32(5), 1038–1054.
- Syahputro, E. N. (2020). *Melejitkan Pemasaran UMKM melalui Media Sosial*. Caremedia Communication.
<https://books.google.co.id/books?id=dXgCEAAAQBAJ>
- Szmigin, I., & Piacentini, M. (2018). *Consumer Behaviour*. Oxford University Press. <https://books.google.co.id/books?id=lhFQDwAAQBAJ>
- Tj, H. W., Wahyoedi, S., & Susana, S. (2022). PERANAN E-WOM DALAM MEMEDIASI PENGARUH PERCEIVED VALUE DAN PERSEPSI HARGA TERHADAP NIAT BELI KONSUMEN TIKTOK DI DKI JAKARTA. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(2), 407–422.
- un.org. (2021, January 8). *Youth | United Nations*.
<https://www.un.org/en/global-issues/youth>.
- Wang, C. L., & Chen, Z. X. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects. *Journal of Consumer Marketing*, 21(6), 391–400.
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability*, 11(1), 209.
- Widodo, T., & Maylina, N. L. P. K. (2022). The mediating role of perceived value and social media word-of-mouth in the relationship between perceived quality and purchase intention. *Jurnal Manajemen Dan Pemasaran Jasa*, 15(1), 49–68.

- Wijoyo, H. (2021). *Studi Kelayakan Bisnis*. Insan Cendekia Mandiri.
<https://books.google.co.id/books?id=x8cnEAAAQBAJ>
- Woen, N. G., & Santoso, S. (2021). Pengaruh Kualitas Layanan, Kualitas Produk, Promosi, dan Harga Normal terhadap Kepuasan dan Loyalitas Konsumen. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 10(2), 146–163.
- Yasa, A. (2017, November 27). *Produk Eiger Tersedia di Semua Kanal, Online maupun Offline*. Bisnis.Com.
<https://ekonomi.bisnis.com/read/20171127/12/713047/produk-eiger-tersedia-di-semua-kanal-online-maupun-offline#:~:text=Saat%20ini%20Eiger%20memiliki%20sekitar,Eiger%2C%20Export%2C%20dan%20Bodypack>.
- Yen, Y.-S. (2018). Extending consumer ethnocentrism theory: the moderating effect test. *Asia Pacific Journal of Marketing and Logistics*.
- Yosef Tonce, S. E. M. M. Y. D. P. R. S. E. M. M. (2022). *MINAT DAN KEPUTUSAN PEMBELIAN : TINJAUAN MELALUI PERSEPSI HARGA & KUALITAS PRODUK (Konsep dan Studi Kasus)*. Penerbit Adab.
<https://books.google.co.id/books?id=96NxEAAAQBAJ>
- Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention. *Journal of Product & Brand Management*.
- Yulistara, A. (2018, March 26). *60% Orang Indonesia Pilih Beli Produk Asing Ketimbang Lokal*. Cnbcindonesia.Com.
<https://www.cnbcindonesia.com/lifestyle/20180326194751-33-8635/60-orang-indonesia-pilih-beli-produk-asing-ketimbang-lokal>
- Yunitasari, E., & Parahiyanti, C. R. (2022). Investigating the Effect of Consumer Ethnocentrism, Cosmopolitanism, and Relative Product Quality to Brand Preferences: An Insight from Generation Z in Indonesia. *Binus Business Review*, 13(3), 259–272.
- Zahid, A., & Dastane, D. O. (2016). Factors affecting purchase intention of South East Asian (SEA) young adults towards global smartphone brands. *ASEAN Marketing Journal*, 8(1), 66–84.