

REFERENCES

- Aaker, A. David. (2008). *Manajemen Ekuitas Merek*. Jakarta: Penerbit Mitra Utama.
- Abdelkader, O. A. (2015). Influences of Country-Of-Origin on perceived quality & value according to Saudi consumers of vehicles. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p93>
- Abdulkareem, A., Ismaila A., Mustapha Jumare, A. (2018). Understanding The Use Of Research Paradigm And Theory In The Discipline Of Library And Information Science Research: Reflection On Qualitative And Quantitative Approach. *Journal of Research in Librarianship*.
- Adriana, E., Afrizal, I. D., & Triwijayati, A. (2023). The Influence Country of Origin on Purchase Intention Korean Food with Moderating Consumer Ethnocentrism on Generation Z in East Java. *Indonesian Journal of Business Analytics*, 3(4), 1183–1200. <https://doi.org/10.55927/ijba.v3i4.5161>
- Aggarwal, R., & Ranganathan, P. (2019). Study designs: Part 2 – Descriptive studies. *Perspectives in Clinical Research*, 10(1), 34. https://doi.org/10.4103/picr.picr_154_18
- Ali, A., Ali, A., & Sherwani, M. (2017). Shaping halal into a brand? Factors affecting consumers' halal brand purchase intention. *Journal of International Food & Agribusiness Marketing*, 29(3), 234–259. <https://doi.org/10.1080/08974438.2017.1312657>

- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2020). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*, 12(7), 1339–1362. <https://doi.org/10.1108/jima-03-2019-0063>
- Angelia, D. (2023, April 3). Merek Smartphone Android ini Kuasai Pangsa Pasar Dunia 2021. *GoodStats*. <https://goodstats.id/article/merek-smartphone-android-ini-kuasai-pangsa-pasar-dunia-2021-Drtxp>
- Arafah, W., Lukito, N., & Rikang, R. (2019). Antecedents from Purchase Intention of Retail Brand X Evidence from Indonesia. *Academy of Marketing Studies Journal*, 23(4). <https://www.abacademies.org/articles/Antecedents-from-purchase-intention-of-retail-brand-x-evidence-from-indonesia-1528-2678-23-3-222.pdf>
- Assael, H. (2002). *Consumer Behavior & Marketing Action* (4 ed.). PWS-Kent Publishing Company.
- Belch, G. E. (2004). *Advertising & Promotion: An Integrated Marketing Communications Perspective - 6th edition* (6 ed.). The McGraw Hill.
- Budiastari, S. (2017). PENGARUH KUALITAS PRODUK, PERSEPSI HARGA, DAN CITRA MEREK TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN BETON SIAP PAKAI HOLCIM DI JAKARTA. *Pedagogi: Jurnal Penelitian Pendidikan*, 1(1), 87–106. <https://doi.org/10.21009/jdmb.01.1.4>

- Cateora, P. R., & Graham, J. L. (1999). *International Marketing* (1 ed.). McGraw-Hill MA.
- Choudhuri, S. (2018). Bearings of Perceived Product Quality, Skepticism towards Store Promotion and Price Orientation on Online Purchase Intention: A First-Hand Reconnaissance. *International Journal of Supply Chain Management (IJSCM)*, 7(5), 939–947
- Codezone. (2023, November 6). The world's leading mobile phone brands and their countries of origin. *Medium*. <https://medium.com/@codezone/the-worlds-leading-mobile-phone-brands-and-their-countries-of-origin-c53bf4f9e634>
- Dinata, J., Kumadji, S., & Hidayat, K. (2015). Country of Origin, dan Pengaruhnya terhadap Persepsi Kualitas dan Minat Beli (Survei pada Calon Konsumen yang Berminat Membeli iPad di Indonesia). *Jurnal Administrasi Bisnis (JAB)*, 25(1).
- Ebohon, O. J., Ajayi, T. O., & Ganiyu, S. (2021). Understanding Research Paradigm in Social Sciences: A critique of Two Papers on Critical Success Factors for BIM Implementation. 2, 64-70
- Fauziyyah, S., Dimya, M., & Suryaningsih, I. B. (2018). Pengaruh Negara Asal terhadap Niat Pembelian melalui Citra Merek oleh Konsumen Sepatu di Kota Bandung. *Jurnal Bisnis dan Manajemen*, 12(2), 170–181.
- Foster, B., & Johansyah, M. D. (2019). EWOW'S Strength on Brand Image and Brand Trust and its' Impact on Interest to Buy iPhone Smartphone

Products. *International Journal of Innovation, Creativity and Change (IJICC)*, 9(12), 79–93.

Fowler, G. A. (2023, October 14). 5 Proven Ways How South Korean Companies can Scale Globally. *Medium*.

<https://gafowler.medium.com/5-proven-ways-how-south-korean-companies-can-scale-globally-fb03718d8247>

Gibran, M. I. Al. (2018). Pengaruh Citra Negara, Citra Merek, dan Negara Asal terhadap Minat Beli pada Smartphone di Indonesia. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 2(6), 12–17.

Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7 ed.). Pearson.

Hair J, F., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*. Cengage.

Hanna, F. O. (2019). *The effect of country of origin and brand image on perceived quality and interest to buy (Study of Polytron Product)*. <https://www.semanticscholar.org/paper/The-Effect-of-Country-of-Origin-and-Brand-Image-on-Hanna/84d4d1e86cb3fcb673c6553b5eceab84850321c>

4

Hiên, N. V., Van Phuong, N., Tran, T., & Thang, L. L. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>

Indonesia's smartphone market ended 2022 down 14.3%, IDC reports. (n.d.).

IDC: The Premier Global Market Intelligence Company.

<https://www.idc.com/getdoc.jsp?containerId=prAP50404323>

Indonesia's smartphone market declined 6.3% YoY in 2Q23, IDC reports. (n.d.).

IDC: The Premier Global Market Intelligence Company.

<https://www.idc.com/getdoc.jsp?containerId=prAP51209123>

Indonesia's smartphone market declined 11.9% YoY in 1Q23 despite early

Ramadan, IDC reports. (n.d.). IDC: The Premier Global Market

Intelligence Company.

<https://www.idc.com/getdoc.jsp?containerId=prAP50768723>

Indonesia: smartphone users 2028 | Statista. (2023, November 2). Statista.

<https://www.statista.com/forecasts/266729/smartphone-users-in-indonesia>

Kayaman, R., & Arasli, H. (2007). Customer based brand equity: evidence from the hotel industry. *Managing Service Quality*, 17(1), 92–109.

<https://doi.org/10.1108/09604520710720692>

Khan, N., Rahmani, S. H. R., Hoe, H. Y., & Chen, T. B. (2015). Causal

Relationships among Dimensions of Consumer-Based Brand Equity and

Purchase Intention: Fashion Industry. *International Journal of Business and*

Management, 10(1), 172. <https://doi.org/10.5539/ijbm.v10n1p172>

Kock, N. (2015). One-tailed or two-tailed P values in PLS-SEM? *International*

Journal of eCollaboration, 11(2), 1-7.

Kyo, S. J., Saithibvongsa, P., & Hyeok, C. J. (2019). Country Image, Perceived

Product Quality and Purchase Intention: The Moderating Roles of Quality

- Warranty Certificate and Country Image Transferred Strategies. *International Journal of Economics and Management*, 1(3), 10–23.
- Le, H. T., Nguyen, P. V, Ho, P. D., & Chi, N. D. (2017). Effect of Country of Origin and Product Features on Customer Purchase Intention: A Study of Imported Powder Milk. *Academy of Marketing Studies Journal (AMSJ)*, 21(1), 1–19. <https://doi.org/10.1504/IJBIR.2019.10021686>
- Listiana, E. (2015). Country of Origin Image and It's Impact on Brand Association, Perceived Quality and Brand Loyalty. *Journal of Marketing and Consumer Research*, 10, 19–35.
- Martati, I., Suminto, & Pristanti, H. (2020). The Mediating Role of Perceived Quality for Purchase Intention of Motor Scooter Matic. *International Journal of Innovation, Creativity and Change (IJICC)*, 14(5), 496–511.
- Mehta, A. M., & Tariq, M. (2020). How Brand Image and Perceived Service Quality Affect Customer Loyalty through Customer Satisfaction. *Academy of Marketing Studies Journal (AMSJ)*, 24(1), 1–10.
- Mohamed, R. N., Mohamad, B., Borhan, H., & Osman, I. (2019). The Determinant Factors of Supply Chain Management on Purchase Intention of an International Branded Apparels Status Quo. *International Journal of Supply Chain Management (IJSCM)*, 8(3), 677–684.
- Meng, S., Chen, F., & Zhou, W. (2017). Overview of International Business. *Advances in Economics, Business and Management Research*, 42, 248-250.

- Nasution, M. D. T. P., & Rossanty, Y. (2018). Country of Origin as a moderator of halal label and purchase behaviour. *Journal of Business and Retail Management Research*, 12(02).
<https://doi.org/10.24052/jbrmr/v12is02/cooaamohlapb>
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). THE IMPACT OF SOCIAL MEDIA INFLUENCER AND BRAND IMAGES TO PURCHASE INTENTION. *Jurnal Aplikasi Manajemen*, 17(4), 650–661.
<https://doi.org/10.21776/ub.jam.2019.017.04.09>
- Parlina, G. A. (2017). Pengaruh Country of Origin terhadap Minat Beli Smartphone Oppo dengan Perceived Quality sebagai Variabel Intervening (Studi pada Pengunjung Plaza Millennium) [Universitas Sumatera Utara].
<http://repository.usu.ac.id/handle/123456789/65823>
- Putera, I. W. P., & Warmika, I. G. (2020). The role of brand image mediates the effect of electronic word of mouth on NMAX purchase intention in Tabanan city. *American Journal of Humanities and Social Sciences Research*, 4(3), 97-105.
- Rafida, V., & Saino. (2015). Pengaruh Country of Origin terhadap Minat Beli dengan Perceived Quality sebagai Variabel Intervening (Studi pada Pengunjung Artomorro Selluler Kota Madiun). *Jurnal Pendidikan Tata Niaga (JPTN)*, 3(2).
- Rahman, M., & Islam, R. (2018). Importance-performance analysis of service quality dimensions for the Bangladeshi hotel industry. *International*

Journal of Business and Systems Research, 12(4), 365.

<https://doi.org/10.1504/ijbsr.2018.095065>

Ruel, E. E., Ruel, E., Wagner, W. E., & Gillespie, B. J. (2015). *The Practice of Survey Research: Theory and Applications* (E. E. Ruel, Ed.). SAGE Publications.

Samsung Segmentation, targeting, and positioning. (n.d.). Edrawsoft. <https://www.edrawmind.com/article/samsung-segmentation-targeting-and-positioning.html>

Šapić, S., Kocić, M., & Radaković, K. (2019). THE EFFECT OF a PRODUCT'S COUNTRY OF ORIGIN ON THE CUSTOMER LOYALTY CREATION PROCESS. *Teme*, 1297. <https://doi.org/10.22190/teme1804297s>

Schiffman, L., & Kanuk, L. L. (2007). *Consumer Behavior*. Prentice Hall

Setiadi, E., Adiwijaya, M., & Subagio, H. (2018). The Impact of Brand Awareness and Country of Origin on Purchase Intention with Mediation of Self Congruity on Chinese Brand Automotive Products Wuling. *Petra International Journal of Business Studies (IJBS)*, 1(2), 70–79. <https://doi.org/10.9744/ijbs.1.2>.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-building Approach* (7th ed.). Wiley.

Sugiyono. (2015). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. CV. Alfabeta.

Sürücü, L., & Maşlakçı, A. (2020). VALIDITY AND RELIABILITY IN QUANTITATIVE RESEARCH. *Business and Management Studies: An*

International Journal, 8(3), 2694–2726.

<https://doi.org/10.15295/bmij.v8i3.1540>

Taherdoost, H. (2021). Data Collection Methods and Tools for Research; A Stepby-Step Guide to Choose Data Collection Technique for Academic and Business Research Projects. *International Journal of Academic Research in Management (IJARM)*, 10(1), 10-38.

Tantuah, N. N., Satria, H. W., & Azzahra, G. (2022). Advertising strategy for Samsung Galaxy Series mobile phones on through the line media during the COVID-19 pandemic in Indonesia. <https://doi.org/10.3390/proceedings2022083022>

ThinkwithGoogle. (2020, September 3). *Ringin results: How Samsung found success in Indonesia's smartphone-savvy market*. Think With Google. <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/automation/ringin-results-how-samsung-found-success-indonesias-smartphone-savvy-market/>

Wang, Y.-H., & Tsai, C.-F. (2014). The Relationship Between Brand Image and Purchase Intention: Evidence from Award Winning Mutual Funds. *The International Journal of Business and Finance Research*, 8(2), 27–40.

Wibowo, S. A., Rizan, M., & Febrilia, I. (2021). The INFLUENCE OF COUNTRY-OF-ORIGIN AND BRAND IMAGE ON PURCHASE INTENTION OF OPPO SMARTPHONE WITH PERCEIVED QUALITY AS INTERVENING VARIABLES. *Pedagogi: Jurnal Penelitian Pendidikan*, 4(1), 32–60. <https://doi.org/10.21009/jdmb.04.1.2>

- Wong, A. T.-T. (2021). A Study of Purchase Intention on Smartphones of College Students in Hong Kong. *Academy of Marketing Studies Journal (AMSJ)*, 25(1)
- Yunus, N. S. N. M., & Rashid, W. E. W. (2016). The Influence of Country-of-origin on Consumer Purchase Intention: The Mobile Phones Brand from China. *Procedia. Economics and Finance*, 37, 343–349. [https://doi.org/10.1016/s2212-5671\(16\)30135-6](https://doi.org/10.1016/s2212-5671(16)30135-6)
- Zhang, L., & Cude, B. J. (2018). Chinese Consumers' Purchase Intentions for Luxury Clothing: A Comparison between Luxury Consumers and Non-Luxury Consumers. *Journal of International Consumer Marketing (JICM)*, 30(5), 336–349. <https://doi.org/10.1080/08961530.2018.1466225>

