

## DAFTAR PUSTAKA

- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi dan Sampel Dalam Penelitian. *Jurnal Pilar*, 14(1).
- Ar, A., & Kara, A. (2014). Emerging market consumers' country of production image, trust and quality perceptions of global brands made-in China. *Journal of Product and Brand Management*, 23(7), 491–503. <https://doi.org/10.1108/JPBM-12-2013-0472>
- Attaqi, H. R., & Setyawan, A. A. (2023). The Influence of Brand Community and Community Engagement in Building Brand Trust: Empirical at Yeszy.Mfg. *Komitmen: Jurnal Ilmiah Manajemen*, 4(2), 125–136. <https://doi.org/10.15575/jim.v4i2.28152>
- Ayesha, S., Muchtar, M., Tinggi, S., Ciputra, I. E., & Indonesia, M. (2025). Pengaruh Customer Experience, Brand Trust dan Perceived Value dalam Menciptakan Customer Loyalty di Era Digital pada E-Commerce Shopee. *Paradoks Jurnal Ilmu Ekonomi*, 8(2).
- Cakici, N. M., & Shukla, P. (2017). Country-of-origin misclassification awareness and consumers' behavioral intentions: Moderating roles of consumer affinity, animosity, and product knowledge. *International Marketing Review*, 34(3), 354–376. <https://doi.org/10.1108/IMR-08-2015-0178>
- Chavadi, C. A., Sirothiya, M., Menon, S. R., & M R, V. (2023). Modelling the Effects of Social Media-based Brand Communities on Brand Trust, Brand Equity and Consumer Response. *Vikalpa*, 48(2), 114–141. <https://doi.org/10.1177/02560909231172010>
- Chinen, K., & Matsumoto, M. (2021). Indonesians' perceptions of auto parts remanufactured in china: Implications for global remanufacturing operations. *Sustainability (Switzerland)*, 13(7). <https://doi.org/10.3390/su13073968>
- Crouch, R. C., Lu, V. N., Pourazad, N., & Ke, C. (2021). Investigating country image influences after a product-harm crisis. *European Journal of Marketing*, 55(3), 894–924. <https://doi.org/10.1108/EJM-10-2018-0689>
- Dachi, A. (2020). Inovasi Produk terhadap Keputusan Pembelian dan Dampaknya terhadap Loyalitas Pelanggan : Studi Pengguna Mobil Toyota Calya di Kota Bogor dan Bekasi. *JSHP*, 4(2), 2020. [www.otomotif.tempo.co](http://www.otomotif.tempo.co),
- Dinata, J. S., 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).

- Djamaludin, M., & Fahira, nnisa. (2023). The Influence of Brand Trust and Satisfaction towards Consumer Loyalty of a Local Cosmetic Products Brand X among Generation Z. *Journal of Consumer Sciences*, 8(1), 27–44.
- Eger, L., & Turchyn, L. (2024). Customer engagement in Facebook brand communities: A case study from automotive in the Czech Republic. *E a M: Ekonomie a Management*, 27(4), 192–210. <https://doi.org/10.15240/tul/001/2024-4-012>
- Encomienda, Chen, S., & Munoz. (2024). The influence of country-of-origin on consumers' purchase intention: a study of the Chinese smartphone market. *Asia Pacific Journal of Marketing and Logistic*, 36(7), 1616–1633.
- Firmansyah, M. A. (2018). *Perilaku Konsumen*. Deepublish. <https://www.researchgate.net/publication/329587407>
- Fournier, S. (2009). *Getting Brand Communities Right*. <https://www.researchgate.net/publication/267922065>
- Gama, A. W. S., & Gama, G. (2015). Komunitas Merek Sebagai Sarana Efektif Word of Mouth Yang Positif. *Jurnal Bakti Saraswati*, 4(1).
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Universitas Diponegoro.
- Gurajati, D. N., & Porter, D. C. (2021). *Essentials of Econometrics* (5th ed.). SAGE Publications.
- Hamdi, F. A., Suhud, U., & Berutu, M. B. (2025). Analisis Faktor-Faktor yang Memengaruhi Brand Trust dan Purchase Intention. *Jurnal Ilmiah Manajemen Dan Kewirausahaan*, 4(2), 90–110. <https://doi.org/https://doi.org/10.55606/jimak.v4i2.4611>
- Hilman, H., & Hanaysha, J. (2015). The impact of country of origin on relationship quality: Empirical evidence from automotive industry. *Mediterranean Journal of Social Sciences*, 6(2), 165–174. <https://doi.org/10.5901/mjss.2015.v6n2p165>
- Huang, Y., Zhang, X., & Zhu, H. (2022). How do customers engage in social media-based brand communities: The moderator role of the brand's country of origin? *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103079>
- Hudhriah, S., Mutiara Rahman, A., Rayhansyah, A., Khoirotun Nisa, P., & Artikel, R. (2024). Peran Komunikasi Virtual sebagai Metode Pembelajaran Jarak Jauh. *Jurnal Sains Ekonomi dan Edukasi*. 1(5), 231–242. <https://doi.org/10.62335>
- Iba, Z., & Wardhana,, Aditya. (2023). *Metode Penelitian* (M. Pradana, Ed.). Eureka Media Aksara.

- Immanuel, S., & Ekawati, S. (2024). Pengaruh Country Of Origin Image Dan Brand Image Terhadap Purchase Intention Brand Toyota Di Jabodetabek. *Jurnal Manajerial Dan Kewirausahaan*.
- Jaffe, E. D., & Nebenzahl, I. D. (2001). *National Image and competitive advantage: The Theory and Practice of Country of Origin*. Copenhagen Business School Press.
- Johansson, J. K., Douglas, S. P., & Nonaka, I. (1985). Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective. In *Source: Journal of Marketing Research* (Vol. 22, Number 4).
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., & Armstrong, G. (2009). *Principles of Marketing*. Pearson Education.
- Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran* (B. Sarwiji, Ed.; 12th ed., Vol. 2). PT Macanan Jaya Cemerlang.
- Kotler, P., & Keller, K. L. (2008). *Manajemen Pemasaran* (A. Maulana & W. Hardani, Eds.; 13th ed., Vol. 1). Penerbit erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Laroche, M., Habibi, mohammad R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media?. *International Journal of Information Management*, 33(1), 76–82.
- Lassoued, R., & Hobbs, J. E. (2015). Consumer confidence in credence attributes: The role of brand trust. *Food Policy*, 52, 99–107. <https://doi.org/10.1016/j.foodpol.2014.12.003>
- Lau, G. T., Lee, S. H., & Manager, M. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. In *Journal of Market Focused Management* (Vol. 4).
- Lesmana, N., Hakim, I., Riana, & Sanjaya, A. (2022). *Manajemen Pemasaran* (Vol. 1).
- Muñiz, A. M., & O'guinn, T. (2001). Brand Community. In *Article in Journal of Consumer Research*. <https://www.researchgate.net/publication/278228776>
- Nardo, R., Yuliana, L., Ratnasari, kania, & Nugraha, J. (2024). *Branding Strategy di Era Digital* (1st ed.). Eurika Media Aksara.
- Ngatno. (2018). *Manajemen Pemasaran* (1st ed., Vol. 1). EF Press Digimedia.
- Novianti, P. P., & Balqiah, T. E. (2023). The Role of Community Benefits on Brand Loyalty in Automotive Social Media Brand Community. *Jurnal Manajemen*

*Teori Dan Terapan| Journal of Theory and Applied Management*, 16(1), 1–22. <https://doi.org/10.20473/jmtt.v16i1.42435>

- Nur, M. A., & Saihu, M. (2024). Pengolahan Data. *Scientica: Jurnal Ilmiah Sains Dan Teknologi*, 2(11), 163–175.
- Panasea, I. G. N., I. G. N. (2020). Mengoptimalkan Komunitas Merek: Anteseden Dan Konsekuensi Dari Ikatan Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 2744. <https://doi.org/10.24843/ejmunud.2020.v09.i07.p14>
- Papadopoulos, N., & Heslop, L. (2014). *Product-Country Images Impact and Role in International Marketing*.
- Paramita, R. W., Rizal, N., & Sulistyan, R. B. (2021). *Metode Penelitian Kuantitatif* (3rd ed.). Widya Gama Press.
- Prastowo, K. (2020). The Roles of Community Engagement and Brand Community Types in Building Brand Trust on Social Media Based Brand Communities. *International Journal Of Business Studies Ipmi*, 4(1). [www.techinasia.com](http://www.techinasia.com)
- Putri, N. A. S., Sari, D., & Rafi'ah, K. K. (2024). Country of Origin Effect on Purchase Intention Towards Korean Skincare Products. *Jurnal Studi Multidisiplin Ilmu*, 1(3), 111–120. <https://doi.org/10.35912/jasmi.v1i3.3150>
- Raditya, A., Andani, I. G. A., Belgiawan, P. F., Sefriyadi, I., Windasari, N. A., & Adzhani, I. A. (2025). Country of origin effect on car ownership choice decision of Indonesian consumer. *Research in Transportation Business and Management*, 59. <https://doi.org/10.1016/j.rtbm.2025.101307>
- Ramadhani, M., & Nurhadi. (2022). Pengaruh Citra Merek, Kepuasan Konsumen Dan Kepercayaan Terhadap Loyalitas Pelanggan Air Mineral Merek Aqua. *Jurnal Ilmiah Ekonomi Dan Bisnis Universitas Multi Data Palembang*, 11(2), 200–214.
- Rangkuti, F. (2013). *Riset Pemasaran* (11th ed.).
- Ritson, N. (2013). *Strategic Management* (2nd ed.). Bookboon.com.
- Rosmawati, Unhaludddin, & Febriani. (2022). Membangun Nilai Kepercayaan terhadap teman Sebaya di Lingkungan Pendidikan (Studi Kasus Siswa SMP Negeri 7 Baubau). *JEC (Jurnal Edukasi Cendikia)*. <https://www.jurnal-umbuton.ac.id/index.php/JEC>
- Rustini, T., Firstly Putri, R., Nabiilah, F., Sestio Vedwina, M., Guru, P., & Dasar, S. (2025). *Kondisi Pasar Tradisional di Tengah Gempuran Supermarket dan E-Commerce*.
- Saberi, B. (2018). The role of automobile industry in the economy of developed countries. *International Robotics & Automation Journal*, 4(3), 179.
- Sangadji, E. (2013). *Perilaku Konsumen: Pendekatan Praktis* (N. WK, Ed.; 1st ed., Vol. 1). ANDI.

- Sekaran, U., & Bougie, R. (2019). *Metode Penelitian untuk Bisnis* (6th ed., Vol. 1). Salemba Empat.
- Septimus, F. (2024). *Apa yang Bisa Kita Pelajari dari Konsumen Industri Automotive*. *Feris Septimus*.  
<https://www.researchgate.net/publication/378726168>
- Simamora, B. (2022). Skala Likert, Bias Penggunaan dan Jalan Keluarnya. *Jurnal Manajemen*, 12(1), 84–93.
- Stokburger-Sauer, N. (2010). Brand Community: Drivers and Outcomes. *Psychology & Marketing*, 27(4), 347–368.
- Sugiyono. (2014). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif dan R & D)* (18th ed.). Alfabeta.
- Tifany, & Rustam, T. (2023). Persepsi dan Perilaku Konsumen terhadap Kepuasan Pelanggan di Brani Lintas Samudera. *SEIKO : Journal of Management & Business*, 6(2), 216–230.
- Wahyuni, S., & al hafiz, M. (2023). Analisis Media Sosial Dalam Menjangkau Pemasaran Global Pada Bisnis Internasional. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*.  
<https://doi.org/10.30651/jms.v8i4.21212>
- Wardhana, A. (2024). *Consumer Behavior in The Digital Era 4.0* (M. Pradana, Ed.; Vol. 1). Eureka Media Aksara.
- Wijaya, V., & Keni, K. (2022). Pengaruh Celebrity Endorsement Terhadap Purchase Intention, Mediasi Brand Trust Dan Brand Attitude Pada Produk Skincare. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(2), 274–287.  
<https://doi.org/10.24912/jmieb.v6i2.19301>
- Woranin, S., & Torthienchai, N. (2024). *The Mediating Role of Brand Trust and Attitude in Green Automotive Marketing: Comparing Chinese Brands vs. Japanese Brands in the Thai Market*. <https://ssrn.com/abstract=5599691>
- Yacob, A. (2016). Kepercayaan Dalam Perspektif Komunikasi Umum Dan Perspektif Komunikasi Islam. *Langsa Journals*.
- Yulianti, F., Lamsah, & Periadi. (2019). *Manajemen Pemasaran*. Deepublish.