BIBLIOGRAPHY

Abdi, T. (2014). Pengaruh Brand Image dan Country of Origin terhadap Kepuasan dan Loyalitas Konsumen pada Produk TV Samsung di Surabaya. *Jurnal Bisnis dan Manajemen,* 4(1), 18-41.

Ajzen, I. and Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice.Hall.

Ajzen, I. (1991). The Theory of Planned Behavior, Organizational Behavior and Human Decision Processes, vol. 50, no. 2, pp. 179-211.

Baillargeon, J.C.L. (2003), "Product-country images in theargentine setting: an analysis of animosity and admiration",MBA dissertation, Carleton University, Ottawa.

Basfirinci, Cigdem & Cilingir Uk, Zuhal. (2020). Does Country of Origin Matter for Chocolate? Ethnocentrism, Involvement, and Perceived Risk for Turkish University Students, Journal of Food Products Marketing, 26:2, 144-184, DOI: 10.1080/10454446.2020.1740128.

Bhattacherjee, A. & Sanford, C. (2009). The intention–behaviour gap in technology usage: the moderating role of attitude strength. Behaviour and Information Technology, 28(4), 389- 401.

Berbel-Pineda, Juan & Palacios, Beatriz & Roldán, Luna & Ramírez-Hurtado, José. (2018). Relation of Country-of-Origin Effect, Culture, and Type of Product with the Consumer's Shopping Intention: An Analysis for Small- and

Medium-Sized Enterprises. Complexity. 2018. 1-12. 10.1155/2018/8571530.

Bhakar, Sher & Bhakar, Shailja. (2013). RELATIONSHIP BETWEEN COUNTRY OF ORIGIN, BRAND IMAGE AND CUSTOMER PURCHASE INTENTIONS. Far East Journal of Psychology and Business.

Yudhistria. (2022). *5 Merek HP Terbaik & Terlaris di 2023 (Versi IDC & Canalys).* Retrieved from https://www.bhinneka.com/blog/merk-hp-terbaik/.

Blackwell, R. D., Miniard, P. W. & Engel, J. F. (2001). Consumer behavior. Mason, OH: South-Western Thomas Learning.

Catalán, S., Martínez, E., & Wallace, E. (2019). Analysing mobile advergaming effectiveness: the role

of flow, game repetition and brand familiarity. Journal of Product and Brand Management, 28(4), 502– 514. https://doi.org/10.1108/JPBM-07-2018-1929

Cretu, A., Brodie, R., (2007). The influence of brand image and company reputation where manufacturers market to small firms: a costumer value perspective. Ind. Mark. Manag. 36 (2), 230-240.

Davies, J., Foxall, G. R., & Pallister, J. (2002). Beyond the intention–behaviour mythology: An integrated model of recycling. Marketing Theory, 2(1), 29–113

Diamantopoulos, A., Schlegelmilch, B. and 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, Vol. 28 No. 5, pp. 508-524.

https://doi.org/10.1108/02651331111167624

Fan, Q. (2019). "Relationship among China's country image, corporate image and brand image: A Korean consumer perspective", Journal of Contemporary Marketing Science, Vol. 2 No. 1, pp. 34-49. https://doi.org/10.1108/JCMARS-01-2019-0006

Ferdinand, Augusty. (2014). Metode Penelitian Manajemen. BP Universitas Diponegoro. Semarang.

Franzen, G & Moriarty, S. (2009). The Science and Art of Branding. 1st ed. Sharpe. New York City.

Gardner, D.M., Johnson, F., Lee, M. and Wilkinson, I. (2000). "A contingency approach to marketing hightechnology products", European Journal of Marketing,Vol. 34 Nos 9/10, pp. 1053-77.

Gogoi, B. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. International Journal of Sales & Marketing, Vol. 3, Issue 2, Jun 2013. PP 73-86

Hassan, M Sabeeh. (2018). Country of Origin's Consideration and Its Influence on Buying Behavior of Pakistani Consumer the Electronic Products from China Available at SSRN: https://ssrn.com/abstract=3130155 or http://dx.doi.org/10.2139/ssrn.3130155

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis. Ed. 9th. Harlow: Pearson

Hien, N.N., Phương, N.N., Tran, T.V., & Thang, L.D. (2020). The effect of country-

of-origin image on purchase intention: The mediating role of brand image and brand evaluation. Management Science Letters, 10, 1205-1212.

Hsieh, M-J., Ze, Y. & Pan, S-L. (2004). Product-, Corporate-, and Country-Image Dimensions and Purchase Behavior: A Multicountry AnalysisJournal of the Academy of Marketing Science. Vol. 32, Iss. 3, pp. 251-270.

Huang, Y.C., Wu, Y.C.J., Wang, Y.C. and Boulanger, N.C. (2011), "Decision making in online auctions", in Rausch, E. (Ed.), Management Decision, Emerald Group Publishing, Vol. 49 No. 5, pp. 784-800

Islam, T. and Hussain, M. (2022). "How consumer uncertainty intervene country of origin image and consumer purchase intention? The moderating role of brand image", International Journal of Emerging Markets, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJOEM-08-2021-1194

Jaffe, E.D. and Nebenzahl, I.D. (2006). National Image and Competitive Advantage: The Theory and Practice of Place Branding, 2nd ed., Copenhagen Business School Press, Copenhagen.

Jin, Naehyun Paul & Line, Nathaniel & Merkebu, Jerusalem. (2015). The Impact of Brand Prestige on Trust, Perceived Risk, Satisfaction, and Loyalty in Upscale Restaurants. Journal of Hospitality Marketing & Management. 25. 150629085612009. 10.1080/19368623.2015.1063469.

Keller, K. L. (2013). Strategic Brand Management: Building, Measuring and Managing Brand Equity. [4th Edition] Boston: Pearson Education.

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, 254-271.

Kotler dan Gary Amstrong. (2016). Dasar-dasar Pemasaran.Jilid 1, Edisi 13. Jakarta: Erlangga.

Kotler, Philip and Kevin Lane Keller (2016). Marketing Managemen, 15th Edition, Pearson Education,Inc.

Lau, K., Phau, I., (2007). Extending symbolic brands using their personality: examining antecedents and implications towards brand image fit and brand dilution. Psychol. Mark. 24(5), 421-444.

Lăzăroiu G, Neguriţă O, Grecu I, Grecu G, and Mitran PC (2020). Consumers' Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions. Front. Psychol. 11:890. doi: 10.3389/fpsyg.2020.00890

Lee, H. S., Sun, P. C., Chen, T. S. & Jhu, Y. J. (2015). The effects of avatar on trust and purchase intention of female online consumer: Consumer knowledge as a moderator. International Journal of Electronic Commerce Studies, 6(1), 99-118.

Li, D.J., Ahn, J.S., Zhou, R.H, and Wu. B. (2008). A study on the impact of country image on purchase intention of customers based on Fishbein's model of reasoned action: the country images of America, Germany, Japan and Korea, Nankai Business Review, Vol. 11 No. 5, pp. 40-49.

Listiana, E. (2013). Pengaruh Country Of Origin terhadap Perceived Quality

Dengan Moderasi Etnosentris Konsumen. Jurnal Administrasi Bisnis, 8(1), 25–51.

Low, G., Lamb Jr, C., (2000). The measurement and dimensionality of brand associations. J. Prod. Brand. Manag. 9 (6), 350-370.

Mahadi, A. & Sukati, I. (2012). The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia. International Business Research, Vol. 5, No. 8

Mahyarni. (2013). Theory Of Reasoned Action dan Theory Of Planned Behavior (sebuah Kajian Historis Tentang Perilaku). Jurnal El-Riyasah, vol. 4, no. 1, pp. 13-23, doi:10.24014/jel.v4i1.17.

Maternson, R. (2007). Corporate brand image, satisfaction and store loyalty: A study of the store as a brand, store brands and manufacturer brands. International Journal of Retail & Distribution Management, 35(7), 544-555.

McDaniel, C., Lamb, C. W. & Hair, J. F. (2006). Introduction to marketing. Mason, Ohio: Thomson / Southwestern.

Mitchell, V.W. and Papavassiliou, V. (1999). Marketingcauses and implications of consumer confusion, Journal of Product and Brand Management, Vol. 8 No. 4, pp. 319-39. https://doi.org/10.1108/10610429910284300.

Moghavvemi, S., Salleh, N. A. M., Sulaiman, A. & Abessi, M. (2015). Effect of external factors on intention-behaviour gap. Behaviour & Information Technology, 34(12), 1171-1185.

Morwitz, V.G., Steckel, J.H., Gupta, A. (2007). When do purchase intentions

predict sales? Int. J. Forecast. 23 (3), 347–364.

Roozy, E., Arastoo, M. A.& Vazifehdust, H. (2014). Effect of Brand Equity on Consumer Purchase Intention

Severi, E., Ling, K., (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. Asian Soc. Sci. 9 (3), 125.

Shabbir, M.Q., Khan, A.A., Khan, S.R., (2017). Brand loyalty brand image and brand equity: the mediating role of brand awareness. Int. J. Innov. Appl. Stud. 19 (2), 416.

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). PP 105-110

Shiu, Edward & Walsh, Gianfranco & Hassan, Louise & Shaw, Deirdre. (2011). Consumer Uncertainty, Revisited. Psychology and Marketing. 28. 584 - 607. 10.1002/mar.20402.

Souiden, Nizar & Pons, Frank & Mayrand, Marie-Eve. (2011). Marketing high-tech products in emerging markets: The differential impacts of country image and country-of-origin's image. Journal of Product & Brand Management. 20. 356-367. 10.1108/10610421111157883.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta, CV

Tjiptono, Fandy & Chandra, Gregorius. (2016). Service, Quality & Satisfaction.

Wang T., Ling Zhou, L., Mou, Y., Zhao, J. (2014). Study of country-of-origin image from legitimacy theory perspective: Evidence from the USA and India, Industrial Marketing Management, Volume 43, Issue 5, Pages 769-776, ISSN 0019-8501.

Wong, M. M. T. & Tang, E. P. Y. (2008). Consumers' attitude towards mobile advertising: The role of permission. Review of Business Research, 8(3), 181-187.

Wicaksono (2007). Perilaku Konsumen. Jakarta: PT Indeks.

Yasin, N., Noor, M., & Mohamed, O. (2007). Does Image of Country-of-Origin Matter to Brand Equity? Journal of Product and Brand Management. 16(1): 38-48.

Yii, J., Shein, H., & Ming, W. P. (2020). Green products purchase intention: A study of Sibu Sarawak. Journal of Social Sciences and Humanities, 17(1), 62–79.

Yoon, Y. and Yang, K. (2020). The Korean Wafe from Private Commodity to Public Good, Korea University Press.

Yu, Chih-Ching & pei jou, Lin & Chen, Chun-Shuo. (2013). How brand image, country of origin, and self-congruity influence internet users' purchase intention. Social Behavior and Personality: an international journal. 41. 10.2224/sbp.2013.41.4.599.

Zhang, Min & Qin, Fang & Wang, Alan & Luo, Cheng. (2019). The impact of live video streaming on online purchase intention. The Service Industries Journal.

40. 1-26. 10.1080/02642069.2019.1576642.

FEB UNDIP