

DAFTAR REFERENSI

- Ahmed, Z. U., Johnson, J. P., Yang, X., Fatt, C. K., Teng, H. S., & Boon, L. C. (2004). Does country of origin matter for low-involvement products? *International Marketing Review*, 21(1). <https://doi.org/10.1108/02651330410522925>
- Ahyar, H., & Juliana Sukmana, D. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif SERI BUKU HASIL PENELITIAN View project Seri Buku Ajar View project*. <https://www.researchgate.net/publication/340021548>
- Ahyar, H., Sukmana, J. D., & Andriani, helmina. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. <https://www.researchgate.net/publication/340021548>
- ALMA, B. (2018). *MANAJEMEN PEMASARAN DAN PEMASARAN JASA*. Rajawali Pers, .
- Asad jahed, & suf hasnu. (2013). Impact of Country-of-Origin on Product Purchase Decision. Entrepreneurial Orientation And Firm Performance: The Role Of Personality Traits In Malay Family Firms In Malaysia View project. In *Article in Asia-Pacific Journal of Business Administration*. <https://www.researchgate.net/publication/279016628>
- Aura, joe satriani. (2020). *PENGARUH NEGARA ASAL PRODUK DAN PENGETAHUAN INFORMASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK PT.DISTRIVERSA BUANAMAS MEDAN*.
- Bian, X., & Moutinho, L. (2011a). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits. *European Journal of Marketing*, 45(1/2), 191–216. <https://doi.org/10.1108/03090561111095658>
- Bian, X., & Moutinho, L. (2011b). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1), 191–216. <https://doi.org/10.1108/03090561111095658>
- De Wulf, K., Odekerken-Schröder, G., & Iacobucci, D. (2001). Investments in consumer relationships: A cross-country and cross-industry exploration. *Journal of Marketing*, 65(4), 33–50. <https://doi.org/10.1509/jmkg.65.4.33.18386>
- Fernandes, & junaedi. (2016). *PENGARUH COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE, DAN PRODUCT INVOLVEMENT TERHADAP KEPUTUSAN PEMBELIAN PRODUK SMARTPHONE SAMSUNG*.

- Firmansyah, M. A. (2018). *PERILAKU KONSUMEN*.
<https://www.researchgate.net/publication/329587407>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Universitas Diponegoro.
- Gong, W. (2021). Effects of parasocial interaction, brand credibility and product involvement on celebrity endorsement on microblog. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1437–1454.
<https://doi.org/10.1108/APJML-12-2019-0747>
- Han, C. M., & Terpstra, V. (1988). *COUNTRY-OF-ORIGIN EFFECTS FOR UNINATIONAL AND BI-NATIONAL PRODUCTS*. www.jstor.org
- Hunjra, A. I., Kiran, S., & Khalid, B. (2015). *Relationship between Country of Origin Image, Product Knowledge, Product Involvement, and Purchase Intention*.
- Javed, A., & Hasnu, S. (2013). Impact of Country-of-Origin on Product Purchase Decision. Entrepreneurial Orientation And Firm Performance: The Role Of Personality Traits In Malay Family Firms In Malaysia View project. In *Article in Asia-Pacific Journal of Business Administration*.
<https://www.researchgate.net/publication/279016628>
- Khairunnisa, S., Muhlisin, S., & Yono, Y. (2022). Pengaruh Pengetahuan Produk, Religiusitas dan Kualitas Produk Terhadap Keputusan Pembelian Produk Makanan Olahan Halal di Kota Bogor. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 4(2), 473–491. <https://doi.org/10.47467/elmal.v4i2.1669>
- kotler, philip, & amstrong, G. (2018). *Principles of Marketing*.
- Kotler, P. (2000). *Marketing Management, Millenium Edition*.
www.pearsoncustom.com
- Kotler Philip. (2016). *Marketing Management Millenium Edition, Tenth Edition. Book*.
- Kotler, Philip., & Keller, K. L. (2016). *Marketing management*. Pearson Prentice Hall.
- Laroche, M., Papadopoulos, N., Heslop, L. A., & Mourali, M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22(1), 96–115.
<https://doi.org/10.1108/02651330510581190>
- Lin, L. Y., & Chen, C. S. (2006a). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan.

Journal of Consumer Marketing, 23(5), 248–265.
<https://doi.org/10.1108/07363760610681655>

Lin, L. Y., & Chen, C. S. (2006b). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265.
<https://doi.org/10.1108/07363760610681655>

Lin, N., & Lin, B. S. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Bussnies*.

Listiana, E. (2012). *Pengaruh Country Of Origin terhadap Perceived Quality Dengan Moderasi Etnosentris Konsumen*.

Martin, I. M., & Eroglu, S. (1993). *Measuring a Multi-Dimensional Construct: Country Image* (Vol. 28).

N.Lin, & BihShya Lin. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Business*.

NURDIANA. (2022). *THE INFLUENCE OF ORIGINAL COUNTRY, BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASE DECISIONS FOR NATURE REPUBLIC COSMETIC PRODUCTS*.

Pappu, R., Quester, P. G., & Cooksey, R. W. (2006). Consumer-based brand equity and country-of-origin relationships. *European Journal of Marketing*, 40(5/6), 696–717. <https://doi.org/10.1108/03090560610657903>

Quester, P., & Lin Lim, A. (2003). Product involvement/brand loyalty: is there a link? *Journal of Product & Brand Management*, 12(1), 22–38.
<https://doi.org/10.1108/10610420310463117>

Rossanty, Y., Dharma, M., & Putra Nasution, T. (2018). Information search and intentions to purchase: The role of country of origin image, product knowledge, and product involvement Muhammad Dharma Tuah Putra Nasution INFORMATION SEARCH AND INTENTIONS TO PURCHASE: THE ROLE OF COUNTRY OF ORIGIN IMAGE, PRODUCT KNOWLEDGE, AND PRODUCT INVOLVEMENT. *Article in Journal of Theoretical and Applied Information Technology*, 31(10).
www.jatit.org

Rosyidi, S. (2009). *Analisis Pengaruh Brand, Country of Design dan Country of Assembly Pada Persepsi Kualitas dan Niat Beli* (Vol. 11, Issue 1).

SETYANINGSIH, R. (2008). *ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI EKUITAS MEREK UNTUK MENINGKATKAN MINAT BELI ULANG (Studi Kasus pada Kedai Kopi DÔME di Surabaya)*.

- Setyaningsih, R., Mangunwihardjo, S., & Soesanto, H. (2007). *ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI EKUITAS MEREK UNTUK MENINGKATKAN MINAT BELI ULANG (STUDI KASUS PADA KEDAI KOPI DÔME DI SURABAYA)* (Vol. 4, Issue 2). <http://ejournal.undip.ac.id/index.php/smo>
- Shirin, K., & Hanzaee Kambiz, H. (2011a). The Effect of the Country-of-Origin Image, Product Knowledge and Product Involvement on Consumer Purchase Decisions. In *Chinese Business Review* (Vol. 10, Issue 8).
- Shirin, K., & Hanzaee Kambiz, H. (2011b). The Effect of the Country-of-Origin Image, Product Knowledge and Product Involvement on Consumer Purchase Decisions. In *Chinese Business Review* (Vol. 10, Issue 8).
- Srikatanyoo, N., & Gnoth, J. (2002). Country image and international tertiary education. *Journal of Brand Management*, 10(2), 139–146. <https://doi.org/10.1057/palgrave.bm.2540111>
- TPM Le, H., & Phi Dinh, H. (2017). EFFECTS OF COUNTRY OF ORIGIN AND PRODUCT FEATURES ON CUSTOMER PURCHASE INTENTION: A STUDY OF IMPORTED POWDER MILK. In *Academy of Marketing Studies Journal* (Vol. 21, Issue 1).
- Ulrica, Yenny Lego, & Tania. (2021). *Ulrica dan Lego: PENGARUH PENGETAHUAN PRODUK, KETERLIBATAN PRODUK, DAN E-WOM TERHADAP NIAT PEMBELIAN PRODUK MAX FACTOR PADA MAHASISWI FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS TARUMANAGARA MELALUI WEBSITE SOCIOLLA DI JAKARTA: Vol. III* (Issue 2). www.sociolla.com
- William T. Neese, & Ronald D. Taylor. (1994). *Verbal Strategies for Indirect Comparative Advertising*. .