

DAFTAR PUSTAKA

- Ahimsa, R. (2019). 5 alasan orang Indonesia lebih suka membeli mobil Jepang. IDN Times.
Retrieved from <https://www.idntimes.com/automotive/car/rijaluahimsa/alasan-memilih-mobil-c1c2/full>
- Andéhn, M., & L'Espoir Decosta, P. (2016). The variable nature of country-to-brand association and its impact on the strength of the country-of-origin effect. *International Marketing Review*, 33(6), 851-866.
- Antaranews. (2021). Insentif PPnBM DTP sebagai "game changer" industri otomotif.
Retrieved from <https://otomotif.antaranews.com/berita/2337610/insentif-ppnbm-dtp-sebagai-game-changer-industri-otomotif>
- Budiastuti, D., & Bandur, A. (2018). *Validitas dan Reliabilitas Penelitian*. Jakarta: Mitra Wacana Media.
- Crosby, P. B. (2015). *Quality is Free: The Art of Making Quality Certain*. McGraw-Hill
- Dibb, S., Simkin, L., Pride, W. M., & Ferrel, O. C. (2019) *Marketing Concepts and Strategies*, 8 edition. Cengage Learning.
- Durianto, D., Sugiarto & Sitinjak T. (2016). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Konsumen*. Jakarta: Gramedia.
- Ferdinand, Augusty. (2016). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Semarang: Universitas Diponegoro.

- Firdausya, A. (2020). Pengaruh Country of Origin Brand Terhadap Keputusan Pembelian Merek Otomotif Wuling Motors (Studi Kasus pada Generasi Y di Jakarta Selatan).
- Firmansyah, M. A. (2018). *Perilaku konsumen (sikap dan pemasaran)*. Sleman: Deepublish Publisher.
- Fischer, P. M., & Zeugner-Roth, K. P. (2017). Disentangling country-of-origin effects: the interplay of product ethnicity, national identity, and consumer ethnocentrism. *Marketing Letters*, 28, 189-204.
- Foster, S. T. (2017). *Managing quality: Integrating the supply chain*, 6 edition. Pearson Education Limited.
- Ghozali, Imam dan Latan, H. (2020). Partial Least squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 (2nd ed). Semarang: Universitas Diponegoro.
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer behavior: Building marketing strategy*, McGraw-Hill.
- Heizer, J., Render, B., & Munson, C. (2017). *Principles of operations management: Sustainability and supply chain management*, 12 edition. Pearson.
- Hsieh, M. H., Pan, S. L., & Setiono, R. (2016). Product-, corporate-, and country-image dimensions and purchase behavior: A multicountry analysis. *Journal of the Academy of marketing Science*, 32(3), 251-270.
- Indonesia Investment. (2017). Industri Manufaktur Otomotif Indonesia. Retrieved from <https://www.indonesia-investments.com/id/bisnis/industrisektor/otomotif/item6047>

- Jaffe, E. D., & Nebenzahl, I. D. (2015). *National image & competitive advantage: The theory and practice of place branding*. Copenhagen Business School Press.
- Jain, O. (2022). What is Customer Price Perception and why it is important. Retrieved from <https://dataweave.com/blog/what-is-price-perception>
- Juran, J. M., & De Feo, J. A. (2017). *Juran's Quality Handbook: The Complete Guide to Performance Excellence*, 6 edition. McGraw-Hill
- Keller, K. L. (2016). *Strategic Brand Management eBook GE 4e*. Pearson Higher Ed.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*, 17 édition. Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*, 15e édition. England: Pearson Education Limited.
- Krupka, Z., & Arežina, D. (2017). Importance of country-of-origin on different product categories purchase decision. *Marketing of Scientific and Research Organizations*, 26(4), 35-54.
- Laroche, M., Papadopoulos, N., Heslop, L. A., & Murali, M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22(1), 96-115.
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). *Price Perceptions and Consumer Shopping Behavior: A Field Study*. *Journal of Marketing Research*, 30(2), 234–245. doi:10.1177/002224379303000208

- Listiana, E. (2012). Pengaruh country of origin terhadap perceived quality dengan moderasi etnosentris konsumen. *Jurnal Administrasi Bisnis*, 8(1).
- 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).
- Mehmedovic, M., Kukić, S., & Čičić, M. (2016). Consumer behaviour. *School of Economics and Business University of Sarajevo, Sarajevo*.
- Novizal, G., & Rizal, A. (2020). Pengaruh Product Knowledge Dan Persepsi Harga Terhadap Proses Keputusan Pembelian Dengan Brand Image Sebagai Variabel Moderasi (Studi Pada Konsumen Mobil Wuling Di Dealer Wuling Semarang).
- Peter, J. P., & Olson, J. C. (2016). *Consumer behavior & marketing strategy*. McGraw-Hill.
- 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>
- Putri, N. D. A. S., & Djamaludin, M. D. (2024). The Effect of Perceived Price and Quality on Consumer Satisfaction of Ms Glow Cosmetic Products in Generation Z. *Journal of Child, Family, and Consumer Studies*, 3(1), 45-54.
- Rahayu, D.S., & Sutedjo, B. (2022). Pengaruh country of origin, persepsi harga, dan brand ambassador terhadap keputusan pembelian (Studi pada konsumen

- produk kosmetik YOU di terang beauty demak). *SEIKO: Journal of Management & Business*, 5(1), 182-195.
- Rayanti, D. (2018). Mobil Jepang kuat-kuat? Ini faktanya. Detik.Com. Retrieved from <https://oto.detik.com/mobil/d-4310043/mobil-jepang-kuat-kuat-ini-faktanya>
- Schiffman, L. G. & Kanuk, L., L. (2018). *Perilaku Konsumen*, Edisi 7. Alih Bahasa: Zoelkifli. Jakarta: Indeks.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior*, 11 edition. Pearson Education.
- Setiadi, Nugroho J. (2015). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Edisi Revisi. Jakarta: Kencana.
- Setyaningsih, R. (2008). *Analisis Faktor-faktor yang Memengaruhi Ekuitas Merek untuk Meningkatkan Minat Beli Ulang (Studi Kasus pada Kedai Kopi DOME di Surabaya)* (Doctoral dissertation, program Pascasarjana Universitas Diponegoro).
- Sijabat, R. (2020). Analisis Peran Mediasi Harga Terhadap Asosiasi Country Of Origin, Perceived Quality, dan Brand Image Terhadap Keputusan Pembelian. *Jurnal Manajemen*, 17(1), 57-80.
- Simarmata, H. M. P., Revida, E., Kato, I., Sari, H., Simatupang, S., Sudarso, A., Faisal, M., Tiptadi, D. D., Anggusti, S. C., & Muliatie, Y. E. (2021). *Manajemen Perilaku Konsumen dan Loyalitas*. Yayasan Kita Menulis.

- Simon, H., & Fassnacht, M. (2019). *Price Management: Strategy, Analysis, Decision, Implementation*. Switzerland: Springer.
- Sirus, B. Y. (2023). Analysis of the Influence of Country of Origin, Brand Awareness, and Perceived Price on The Purchase Decision of MCB Client Products with Perceived Quality as A Mediating Variable. *Journal of Social Science (JoSS)*, 2(6), 488-506.
- Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being*, 12 edition. Pearson.
- Solomon, M. R., Bamossy, G. J., Askegaard, S., & Hogg, M. K. (2016). *Consumer behaviour: A European perspective*, 6 edition. Pearson Education Limited.
- Statista. (2023). Leading industries worldwide from 2019 to 2023, by revenue. Retrieved from <https://www.statista.com/statistics/264730/the-top-20-most-profitable-branches-of-industry-worldwide/>
- Sugiyono. (2017). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sumpu, Nofita dan L. Tumbel, Altje. (2018). “Analisis Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Smartphone Samsung”. *Jurnal EMBA Vol. 6 No. 4.*
- Tjiptono, Fandy. (2015). *Strategi Pemasaran* Edisi 4. Yogyakarta: Andi Offset.
- Verlegh, P. W., & Steenkamp, J. B. E. (2015). A review and meta-analysis of country-of-origin research. *Journal of economic psychology*, 20(5), 521-546.

- Yuniar, A. M., & Aji, G.G. (2022). Pemaknaan Brand China (Studi Fenomenologi Pada Millennial Pengguna Mobil Wuling di Surabaya). *The Commecium*, 5(01), 68-82.
- 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.