

## THE COUNTRY OF ORIGIN AND BRAND IMAGE EFFECT ON PURCHASE INTENTION OF WULING IN BANDUNG – INDONESIA

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### ABSTRACT

Indonesia is ranked first for car sales in ASEAN in the 2014-2016 period. That shows that if Indonesia is indeed a potential market for companies to sell automotive products compared to other ASEAN countries. Therefore, there are many vehicles from various countries with various brands that come to enliven the vehicle market share in this country. However, in reality, not all vehicle brands are chosen by consumers because of the influence of the country of origin and the image under consideration.

The purpose of this study was to determine the effect of the country of origin and brand image in purchase intention on Wuling vehicle brands in the city of Bandung - Indonesia. This research is an associative research with quantitative approach and successive interval method to measure the influence of country of origin and brand image through measurement of reality and consumer expectations. A sample of 150 respondents was obtained based on the sampling criteria of Bernoulli.

Based on the results of associative analysts, the reality of the influence of the country of origin and brand image of Wuling products in Bandung as a whole have a significant effect on Purchase Intention both partially and simultaneously. The amount of influence exerted amounted to 56.1%. The regression coefficient for the Country of Origin variable is positive, which indicates that there is a direct relationship between Country of Origin and Purchase Intention. The amount of influence exerted amounted to 21.9%. The regression coefficient for the Brand image variable is positive, which indicates that there is a direct relationship between Brand image and Purchase Intention. The amount of influence exerted by Brand image is 34.2%. Wuling can use the results of this study to improve sales performance by taking into account factors that need to be improved or maintained to increase consumer purchase intention.

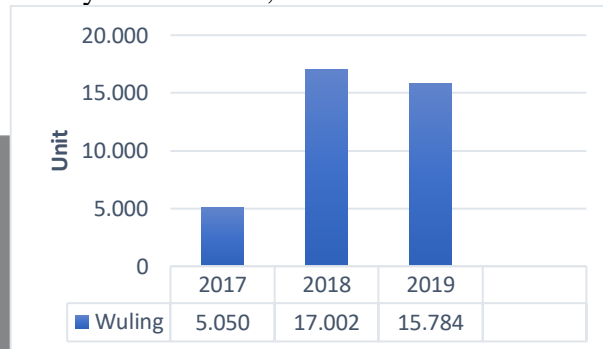
Keywords: Brand Image, Country of Origin, Purchase Intention, Wuling.

## 1. BACKGROUND

The higher market needs desired by someone, the higher purchase intention in a person. Purchase intention is actions and social relations carried out by individual consumers, groups and organizations to assess, obtain, and use goods through an exchange or purchase process that begins with an exchange or purchase process that begins with the decision making process that determines the actions these actions (Koller, 2009: 214).

Indonesia is ranked first for car sales in ASEAN in the 2014-2016 period. That shows that if Indonesia is indeed a potential market for companies to sell automotive products compared to other ASEAN countries. Therefore, there are many vehicles from various countries with various brands that come to enliven the vehicle market share in this country. However, in reality, not all vehicle brands are chosen by consumers because of the influence of the country of origin and the image under consideration

Based on data released by GAIKINDO, data on car sales in Indonesia:



**Figure 1.2** Sales of Wuling di Indonesia

Source: GAIKINDO

Based on figure 1.2, products Wuling Motors Indonesia recorded sales of 2017 is 5.050, in 2018 is 17.992, and 2019 (in quartal 1) is 15.784 units. This figure is show that Wuling Motors have a significant increase in selling cars.

Based on once product from that country, researchers are interested in researching Wuling car manufacturers. Products from China have gained popularity as they are now branded with a brand image attached to the product and do not lag behind the influence of the country of origin which can lead to consumer perceptions. At a time like this, the country of origin and brand image of a product are needed. So companies must be able to use brands as a tool to develop strategies and programs to dominate markets that tend to be dynamic because of the effects of technology and globalization.

How the country of origin and brand image of car manufacturers from China are viewed from the viewpoint of interest in the product so that it can influence consumer purchasing intention will be examined in this research. Based on the description above, researchers are interested in conducting research with the title “ **The Country of Origin and Brand Image Effect on Purchase Intention of Wuling in Bandung – Indonesia** “.

## **2. LITERATURE REVIEW**

### **2.1 Country Of Origin**

The definition of country of origin is all forms of consumer perceptions of products from a particular country based on the perception of information about the advantages and disadvantages of those countries in Permana and Haryanto (2014: 4).

### **2.2 Brand Image**

Brand Image is a perception of a brand that is a reflection of consumer memory of its association with that brand (Kotler and Keller, 2009: 403)

### **2.3 Purchase Intention**

Kotler (2009: 214) states that consumer purchase intention is social actions and relationships carried out by individual consumers, groups and organizations to assess, obtain, and use goods through an exchange or purchase process that begins with an exchange or purchase process that is begins with the decision making process that determines these actions, while according to Howard (in Duriyanto and Liana; 2004: 44). Purchase intention is something that is related to consumers' plans to buy certain products and how many units of the product are needed in a certain period.

## **3. RESEARCH METHOD**

### **3.1 Types of Research**

The form of research used by researchers in this research is associative research with a quantitative approach. Associative research here is intended research that aims to determine the effect or also the relationship between two or more variables. Researchers data in this research were obtained from questionnaires which would be distributed to all respondents which were then processed using statistical software. The results of existing data are used to answer the problem formulation and test the hypothesis that will be used.

### **3.2 Population and Sample**

The population in this research are all consumers of Honda Bandung Center, BMW Tunas Bandung, and Wuling in the city of Bandung whose numbers are not known with certainty. The target population in this research are all consumers at Honda, BMW and Wuling dealers in the city of Bandung.

The sample used by using the method "Accedential Sampling", namely the method of sampling by choosing who happened to be or was found at the location. In determining the sample if the population is very large and the number is not known with certainty then the technique or formula used with the theory of Malhotra (2006: 291) must be at least four or five times the number of question items. In this research there were 26 question items. Then the number of samples taken in this research was 130 (26 question items x 5).

Based on the results of the sample calculation above the number of samples needed in this study is at least 130. However, to facilitate research in dividing between products, the researchers set 150 respondents divided into 50 respondents for each product.

### 3.3 Data Analysis Technique

As stated Sangadji & Sopiah (2010: 30), associative research (relations) is a research that aims to find out the relationship between two or more variables. The purpose of associative research is to see whether there is influence and how much influence from cause and effect or from the independent and dependent variables of the research.

## CHAPTER IV

### ANALYSIS RESULTS AND DISCUSSION

#### 4.1 Respondent's Identity

This section contains a description of respondents' identities based on the criteria used in this study including Gender, Age. The object used in this study is Wuling customers whose numbers are not known certainty. This research use Bernoulli formula to calculate the number of samples, so that a sample of 100 respondents is produced. The following will describe respondent's identity based on the criteria used in this research including Gender, Age.

##### 4.1.1 Respondent's Identity Based on Gender

Respondents' identity based on Gender in this research can be seen on Figure 4.1 as follows:

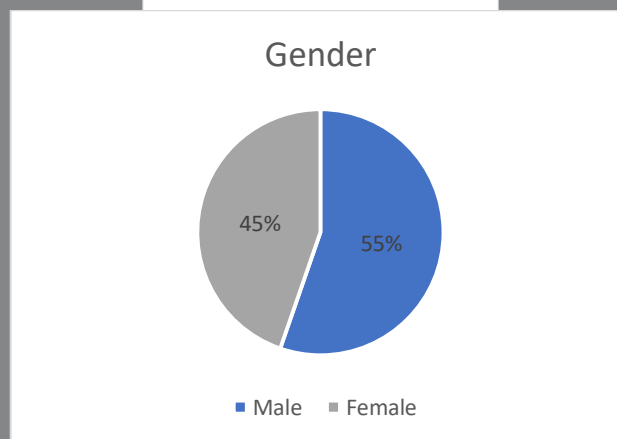


Figure 4.1 Respondents Characteristic based on Gender

Source: Data that has been processed, 2019

Based on Figure 4.1 it can be seen that from 100 respondents studied, 55% of the respondents are Men, and 45% of the respondents are Women. This indicates that the majority of Wuling customers are Men.

### 4.1.2 Respondent's Identity Based on Age

Respondents' identity based on age in this research can be seen on Figure 4.2 as follows:

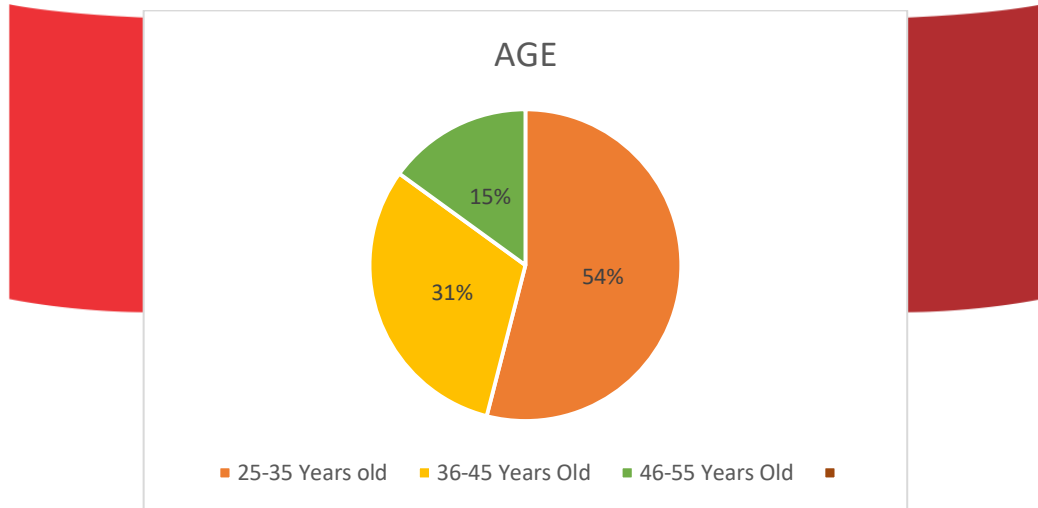


Figure 4.2 Respondents Characteristic based on Age

Source: Data that has been processed, 2019

Based on Figure 4.2 it can be seen that from 100 respondents studied, 54% of them were aged 25-35 years old, 31% of them were 36-45 years old, and 15% of them were 46-55 years old. Basically, 25-35 years old is the age of basic of respondent.

## 4.2 Analysis of Respondent's Responses

### 4.2.1 Respondents' Responses to Country of Origin Variables

No	Statement	SD	D	N	A	SA	Total	%
1	I consider the technology of the country of origin when choosing a car	0	0	3	46	51	448	89.6%
2	I saw the technology used by the country of origin when choosing a car	0	0	0	67	33	433	86.6%
3	I consider the reputation of the country of origin when choosing a car	0	0	0	68	32	432	86.4%
4	I consider products from developed countries or not when choosing a car	0	0	11	62	27	416	83.2%
5	I consider manufacturing innovation when choosing a car	0	0	0	52	48	448	89.6%
6	I consider design when choosing a car	0	0	11	60	29	418	83.6%
7	I choose a car based on quality	0	0	14	32	54	440	88.0%
8	I chose a car based on features	0	0	33	67	0	367	73.4%
<b>Country of Origin (X1)</b>							<b>3402</b>	<b>85.1%</b>

Source: Data processed by researchers, 2019

Table 4.1 illustrates the responses of respondents regarding Country of Origin. Based on the processing results presented in the table above, it can be seen that the total score for Country of Origin is 3402 or 85.1%.

#### 4.2.2 Respondents Response Against Brand Image Variables

No	Statement	SD	D	N	A	SA	Total	%
1	I consider a product that is already well known in choosing a car	0	0	10	74	16	406	81.2%
2	I consider different products in choosing a car	0	0	11	60	29	418	83.6%
3	I consider a product that has a characteristic in choosing a car	0	0	16	58	26	410	82.0%
4	I consider the appeal of the product in choosing a car	0	0	0	53	47	447	89.4%
5	I consider the product specifications in choosing a car	0	0	8	75	17	409	81.8%
6	I consider the uniqueness of the product in choosing a car	0	3	10	65	22	406	81.2%
7	I am considering product promotion in choosing a car	0	0	14	60	26	412	82.4%
8	I consider product service when choosing a car	0	0	23	68	9	386	77.2%
9	I consider the superiority of the product in choosing a car	0	0	22	78	0	378	75.6%
10	I consider the benefits of the product in choosing a car	0	3	14	69	14	394	78.8%
<b>Brand image (X2)</b>							<b>4066</b>	<b>81.3%</b>

Source: Data processed by researchers, 2019

Table 4.2 illustrates the responses of respondents regarding Brand image. Based on the processing results presented in the table above, it can be seen that the total score for Brand image is 4066 or 81.3%.

### 4.2.3 Respondents' Responses to the Purchase Intention Variable

No	Statement	SD	D	N	A	SA	Total	%
1	I recognize the product in the car selection	0	0	4	59	37	433	86.6%
2	I pay attention to the product in the car selection	0	0	15	50	35	420	84.0%
3	I have an interest in products in the selection of cars	0	0	19	50	31	412	82.4%
4	I have a curiosity about the product in the car selection	0	0	11	69	20	409	81.8%
5	I have a desire for a product when choosing a car	0	0	27	62	11	384	76.8%
6	I learned about the product in the car selection	0	8	42	34	16	358	71.6%
7	I considered the product carefully in the selection	0	0	19	54	27	408	81.6%
8	I made a purchase of a car of my choice	0	0	8	64	28	420	84.0%
<b>Purchase Intention (Y)</b>							<b>3244</b>	<b>81.1%</b>

Source: Data processed by researchers, 2019

Table 4.3 illustrates the responses of respondents regarding Purchase Intention. Based on the processing results presented in the table above, it can be seen that the total score for Purchase Intention is 3244 or 81.1%.

### 4.3 Method Successive Interval (MSI)

Before it is processed using multiple linear regression analysis, the data in the form of ordinal scale in the questionnaire will first be converted into interval data using the Internal Method of Successive (MSI). Data processing into intervals is carried out using Microsoft Excel program and the results of the researchers attach to the MSI Results Appendix sheet.

### 4.4 Classical Assumption Test

#### a. Normality test

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.37419155
Most Extreme Differences	Absolute	.085
	Positive	.085



	Negative	-.044
Test Statistic		.085
Asymp. Sig. (2-tailed)		.074 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Data processed by researchers, 2019

Normal P-P Plot of Regression Standardized Residual

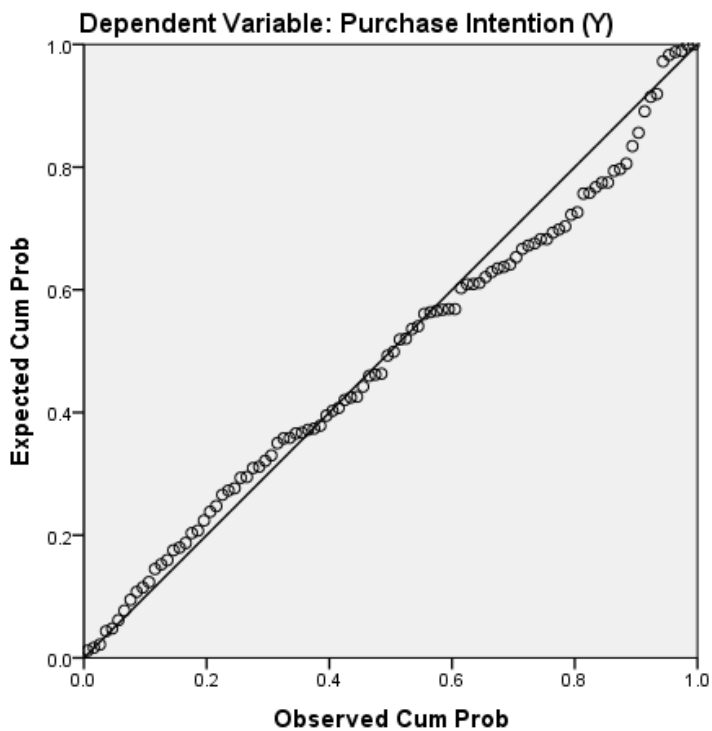


Figure 4.1 Normality Test

Source: Data processed by researchers, 2019

Normal analysis based on the Kolmogorov-Smirnov method requires a normal curve if the Asymp value. Sig. is above the maximum error limit, which is 0.05. As for the regression analysis, which is tested for normality is a residual or disturbance variable that is random stochastic, the above data can be used because the residual variables are normally distributed. Data spread around the diagonal line and follow the direction of the diagonal line or the histogram graph shows the normal distribution pattern, then the regression model meets the normality assumption.

**b. Multicollinearity Test**

Coefficients<sup>a</sup>



Model		Collinearity Statistics	
		Tolerance	VIF
1	Country of Origin (X1)	.373	2.685
	Brand Image (X2)	.373	2.685

a. Dependent Variable: Purchase Intention (Y)

Source: Data processed by researchers, 2019

From the output of Table 4.5, it can be seen that the VIF value is less than 10 and the Tolerance value is more than 0.100, so it can be concluded that there is no multicollinearity in the data.

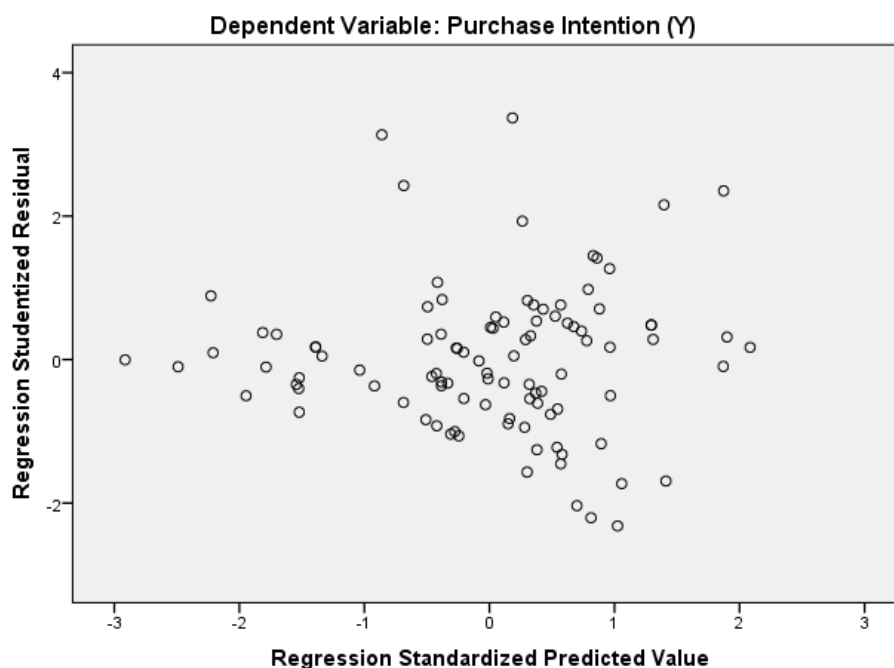
**c. Heteroscedasticity Test**

**Correlations**

			Unstandardized Residual
Spearman's rho	Country of Origin (X1)	Correlation Coefficient	.040
		Sig. (2-tailed)	.694
		N	100
	Brand Image (X2)	Correlation Coefficient	.014
		Sig. (2-tailed)	.890
		N	100

Source: Data processed by researchers, 2019

**Scatterplot**



### Figure 4.2 Heteroscedasticity Test

Source: Data processed by researchers, 2019

From the output of Table 4.6, it can be seen that there is no significant correlation. This can be seen from the p-value (Sig) which is greater than 0.05. So it can be concluded that heteroscedasticity does not occur in the regression model. Then there are no specific patterns on the graph, so the model is said to be good.

#### 4.5 Analysis of Multiple Linear Regression

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
	B	Std. Error	Beta			Zero-order
1 (Constant)	.775	.186		4.168	.000	
Country of Origin (X1)	.266	.092	.317	2.877	.005	.692
Brand Image (X2)	.482	.112	.473	4.292	.000	.724

a. Dependent Variable: Purchase Intention (Y)

Based on the calculation results in the table above, the following form of multiple linear regression is obtained:

$$Y = 0.775 + 0.266 X1 + 0.482 X2$$

1. From the multiple linear regression equation above, a constant value of 0.775 is obtained. That is, if the Purchase Intention (Y) of WULING variables in Bandung are not influenced by the two independent variables namely Country of Origin (X1) and Brand image (X2), then the average amount of Purchase Intention (Y) of WULING in Bandung will be worth 0.775.
2. The value of the regression coefficient for the Country of Origin (X1) variable is 0.266 in a positive direction, meaning that if the Country of Origin (X1) variable increases by one unit it will also increase the Purchase Intention (Y) of WULING in Bandung in the amount of 0.266.
3. The value of the regression coefficient for the variable Brand image (X2) of 0.482 with a positive direction, meaning that if the variable Brand image (X2) increases by one unit will also increase the Purchase Intention (Y) of WULING in Bandung by 0.482.

#### 4.6 Hypothesis Testing

#### 4.6.1 T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Zero-order
1	(Constant)	.775	.186		4.168	.000	
	Country of Origin (X1)	.266	.092	.317	2.877	.005	.692
	Brand Image (X2)	.482	.112	.473	4.292	.000	.724

a. Dependent Variable: Purchase Intention (Y)

Based on table 4.8 above it can be seen that:

1. The Country of Origin (X1) variable has a t value of 2.877 and a Sig. (0.005) is less than 0.05, then H<sub>0</sub> is rejected. Therefore it can be concluded that Country of Origin influences the Purchase Intention of WULING in Bandung.
2. Brand image variable (X2) has a calculated t value of 4.292 and a Sig. (0,000) less than 0.05, then H<sub>0</sub> is rejected. Therefore it can be concluded that Brand image influences the Purchase Intention of WULING in Bandung.

#### 4.6.2 F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.405	2	7.702	62.092	.000 <sup>b</sup>
	Residual	12.033	97	.124		
	Total	27.437	99			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Brand Image (X2), Country of Origin (X1)

From table 4.9 above, the calculated F value is 62.092 and the probability value is 0.000. Because the value of Sig. less than 0.05, then H<sub>0</sub> is rejected. Thus it can be concluded that Country of Origin and Brand image influence Purchase Intention of WULING in Bandung.

#### 4.7 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 <sup>a</sup>	.561	.552	.35220

- a. Predictors: (Constant), Brand Image (X2), Country of Origin (X1)
- b. Dependent Variable: Purchase Intention (Y)

Based on Table 4.10, it is known that the correlation coefficient (R) obtained is 0.749. The R value is then used to calculate the coefficient of determination.

$$\begin{aligned} \text{KD} &= R^2 \times 100\% \\ &= (0.749)^2 \times 100\% \\ &= 56.1\% \end{aligned}$$

This means that the Country of Origin (X1) and Brand image (X2) variables influence 56.1% of the Purchase Intention (Y) of WULING in Bandung. The remaining 43.9% is contributed by other variables besides Country of Origin (X1) and Brand image (X2).

#### 4.8 Discussion of Research Results

Based on the calculation of research results using SPSS software version 23.0, it is stated that Country of Origin and Brand image have a significant effect on Purchase Intention of WULING in Bandung both partially and simultaneously. Hypothesis testing is partially done by comparing the value of t arithmetic with the specified t table. Because the calculated t value obtained is greater than t table, there is a rejection of the null hypothesis. This means that there is a significant influence between Country of Origin and Brand image on Purchase Intention of WULING in Bandung partially. The amount of influence given by Country of Origin and Brand image to Purchase Intention of WULING in Bandung is 56.1%.

The regression coefficient for the Country of Origin variable is positive, which indicates that there is a direct relationship between Country of Origin and the Purchase Intention of WULING in Bandung. If the Country of Origin is higher, it will increase Purchase Intention of WULING in Bandung as well. The amount of influence given by Country of Origin on Purchase Intention of WULING in Bandung is 21.9%.

The regression coefficient for the Brand image variable is positive, which indicates that there is a direct relationship between Brand image and Purchase Intention of WULING in Bandung. If the brand image is higher, it will increase Purchase Intention of WULING in Bandung, as well. The amount of influence given by Brand image on Purchase Intention of WULING in Bandung is 34.2%.

Schiffman and Kanuk (2004: 25) explain that external influences, awareness of needs, introduction of products and alternative evaluations are things that can cause

consumer purchase intention. Contry of Origin is defined as a country where the headquarters of a company marketing certain products or brands (Nelwan et.al, 2016). Country Of Origin has now become one of the most important factors in the success of global products. Country Of Origin is an identity in the product attributes that affect consumer evaluations in identifying the country of origin of a product (Abdi, 2009: 188).

Brand image is a brand perception that is associated with brand associations inherent in consumers' memories (Ranguti, 2008: 43). It can also be said that brand image is a concept created by consumers because of subjective responses and personal emotions (Ferrinadewi, 2008: 166). Therefore in this concept consumers' perceptions of a product are more important than they really are. Brand Image and Country Of Origin, both encourage consumers' perceptions of quality. Quality perception is one of the reasons consumers consider buying a product, because this is considered to be an important differentiator between various product brands and perceived quality to lead to brand loyalty which can ultimately increase the brand equity of a product in the consumer's view.

Country of Origin and Brand image have a significant simultaneous effect on Purchase Intention of WULING in Bandung. Brand image influences Purchase Intention more than. According to previous research conducted by Taqwa (2016) on the Effect of Country of Origin, Brand Image, and Perceived Quality on Toyota Car Purchase Interests in Yogyakarta, concluded that the country of origin has a positive effect on purchase intention, Brand image has a positive effect on purchase intention and perceived quality has a positive effect on purchase intention. A similar study was carried out by Hananto (2015), with the title research Influence of Brand Image and Country of Origin Image Against Interest in Buying Iphone (Study of Students in Malang City). Based on the results of research that the brand image and the image of the country of origin has a direct and significant influence on the purchase intention of the iPhone for students in the city of Malang. In addition, brand image and country image have a partial influence on iPhone purchase intention

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusions

Based on the results of research that has been done regarding the influence of Country of Origin and Brand image on Purchase Intention of WULING in Bandung, then some conclusions are obtained to answer some questions in this study. The conclusions obtained by researchers are as follows :

1. Country of Origin influences Purchase Intention of WULING in Bandung partially. If the Country of Origin is higher, it will increase Purchase Intention of WULING in Bandung as well. The amount of influence given by Country of Origin on Purchase Intention of WULING in Bandung is 21.9%.
2. Brand image partially influences Purchase Intention of WULING in Bandung. If the brand image is higher, it will increase Purchase Intention of WULING in Bandung, as well. The amount of influence given by Brand image on Purchase Intention of WULING in Bandung is 34.2%.
3. Brand image and Country of Origin simultan influences Purchase Intention of WULING in Bandung. If the brand image is higher, it will increase Purchase Intention of WULING in Bandung, as well. The amount of influence given by Brand image and Country of Origin on Purchase Intention of WULING in Bandung is 56.1%.

#### 5.2 Suggestions

Based on the analysis and discussion and conclusions obtained, there are a number of suggestions submitted by researchers to the parties involved in this study, including:

##### 5.2.1 Practical advice

1. Based on the calculation of the magnitude of influence, Brand image has a greater influence on Purchase Intention of WULING in Bandung. Therefore, to increase the purchase, it is suggested WULING to further enhance the Brand image by adding several advantages of qualifying the car.
2. Based on the calculation of descriptive analysis on the Country of Origin variable, the lowest rating is about features. Thus, it is expected that WULING will be able to add to the completeness of the features so that it becomes a consideration of customers in choosing a car.

### 6.2.1 Theoretical Suggestions

1. For those who will examine the factors that can influence Purchase Intention, can be done by adding other independent variables such as product quality and customer experience.

The next researcher to use the method of path regression analysis or SEM is supported by the prerequisites of analysis and hypothesis testing to determine the effect of each variable.





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