

## Research Article

# The Influence of Country of Origin (Coo), Country of Manufacture (Com), and Brand Power on the Decision to Buy Secondhand Clothing in Mataram City

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**Abstract.**

The emergence and development of second-hand clothing sales are seen as a new business opportunity. This research aims to analyze the influence of Country of Origin (COO), Country of Manufacture (COM), and brand power on the decision to buy second-hand clothing in Mataram. Quantitative research with causal methods is used. The sample consists of second-hand clothing consumers who shop at Karang Sukun Market in Mataram, and the number of respondents was 100 people. The data collection tool is a questionnaire using a 1 - 5 Likert scale. The data analysis used is a structural equation test with the SEM partial least squares (PLS) method using SmartPLS 3.0 software. The results of this study show that the Country of Origin has no significant effect on purchasing decisions. On the other hand, Country of Manufacture and brand power have positive and significant effects on purchasing decisions. The findings of this research can be used as a reference for MSMEs and second-hand clothing sellers in Mataram and other areas to consider providing products from brands that have greater brand power in the minds of consumers.

**Keywords:** country of origin, country of manufacture, brand power, purchasing decision, thrift clothes

## 1. Introduction

The emergence and development of second-hand clothing enthusiasts in West Nusa Tenggara is seen as a new opportunity by local entrepreneurs in Mataram. Many second-hand clothing outlets have emerged which have become a new shopping choice for consumers. However, second-hand clothing entrepreneurs need to know that many factors can influence consumers before deciding to shop for a product, especially used clothing products. Some of them are cultural factors, social factors, personal factors, and psychological factors [1]. Differences in these factors result in differences in the level of consumer knowledge about a product. Therefore, it is not uncommon for consumers

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who have less knowledge about the product to be more likely to use the country of origin to evaluate the product [2].

The Country of Origin is a perception of a country's image. It can be said that consumer perceptions of Country of Origin are greatly influenced by consumer trust in a country. Cateora and Graham explained that Country of Origin can influence consumers' positive or negative perceptions of a product [3]. A positive perception of a product from the Country of Origin will make consumers increasingly trust and want to use the product, and vice versa, if the consumer's perception of the product is negative then the desire to use the product will decrease. Therefore, consumer perceptions also influence consumer decision-making to choose and use certain products. Other researchers explain that Country of Origin is often used by consumers as an indicator to assess a product [4]. In previous research conducted by Wulandari it was found that Country of Origin has a positive and significant effect on consumers' perceived quality of a product [5]. This means that the better the consumer's perception of the country of origin of the product, the better the quality perception of the product will be.

The object of this research is the Karang Sukun Market in Mataram, which is the oldest and largest used clothing market in Mataram. Karang Sukun Market sells various types of clothing from various countries, such as China, Japan, and Korea. This is an interesting thing to research considering that this phenomenon can help researchers and entrepreneurs see how Country of Origin can influence consumer purchasing decisions. However, there is also another important variable, namely the Country of Manufacture. For entrepreneurs who sell various types of used clothing, it is of course also important to consider the Country of Manufacture of the products being sold. This is because each country has a different image for consumers in other countries. Previous research states that the Country of Manufacture has a positive influence on perceived quality [6,7] which ultimately influences purchasing decisions.

This research adopts research conducted by Wulandari and Sinrungtam regarding the influence of Country of Origin and Country of Manufacture, but what is seen is its influence on purchasing decisions [5,7]. Through other studies, it was also found that consumers not only consider the image of the Country of Origin to evaluate products but also the image of the Country of Manufacture of the product [8]. Apart from that, the novelty of this research is adding a research variable, namely the brand power variable. Brand power is an interesting variable to research, especially about consumer purchasing decisions for second-hand clothing.

## 2. Literature Review

### 2.1. Consumer Behavior

Consumer behavior is an interesting science regarding how individuals or groups of consumers choose, buy, and use a product or service and how buying and using it can satisfy their needs and desires [9]. From a marketing perspective, consumer purchasing decisions are widely researched to find out the factors that cause an individual or group of consumers to make a purchasing decision for a product. Marketing theory states that purchasing decisions are selections or choices made by consumers regarding two or more alternative products/services [10]. Making purchasing decisions is sometimes not simple and involves many considerations. Therefore, it is important to learn so that it can help business people increase their sales.

### 2.2. Country of Origin (COO)

Country of Origin (COO) shapes consumer perceptions regarding goods and services from different brands, meaning that the COO affects consumer evaluations of products when they know the country of origin of the product [11]. Country of Origin is defined as the country of origin of a brand image which influences consumer purchasing decisions for a product. This COO is a mental association and belief that is triggered by a country [12]. In this way, the COO can be said to have sufficient power to create trust in the minds of consumers regarding the product attributes of a particular brand. Based on the explanation above, in the context of this research, Country of Origin is defined as a characteristic that is inherent in a country and is the basis for assessing consumer decisions in purchasing second-hand clothing products.

### 2.3. Country of Manufacture (COM)

Country of Manufacture (COM) is one of the dimensions of Country of Origin which is widely understood as the country where a product is produced but is not the country where the product was created [13]. This means that the Country of Manufacture (COM) is simply the country where the product is produced or assembled. According to other experts, the Country of Manufacture is a general consumer assessment of the country where the product is manufactured based on information received from various sources

[12]. The Country of Manufacture indicators were formulated by Chung, Pysarchik, & Hwang [14] namely design, proficiency or performance, reputation, prestige, status, image, innovation, reliability, and service [15]. In this research, measurement was carried out through two indicators, namely Country Belief and People Affect.

## 2.4. Brand Power

Brand power is defined as brands that adapt particularly well to the environment in which they operate so that they can survive and thrive [16]. In the brand power model, marketing theory links it to brand image and brand awareness. These two dimensions are the basis of brand equity which then creates consumer interest in making purchases [17]. Brand awareness in this case includes recognition and recall levels, while brand image includes intrinsic sources such as product categories and specific brands as well as extrinsic sources such as price, guarantee, and level of advertising carried out.

## 2.5. The Influence of Country of Origin on Purchasing Decisions

The theory states that the Country of Origin (COO) shapes consumer perceptions regarding goods and services from different brands so that COO affects consumer evaluations of products when they know the country of origin of the product [11]. Consumers will evaluate where the product comes from which will then influence the perception and image of the product in the minds of consumers. Other marketing experts state that the Country of Origin greatly influences consumers in generating purchasing intensity in consumers' minds [12]. Previous research shows that the Country of Origin has a positive influence on purchasing decisions [5]. Thus, the first hypothesis of this research is as follows.

*H1: Country of Origin has a positive and significant influence on the decision to buy second-hand clothing*

## 2.6. The Influence of Country of Manufacture on Purchasing Decisions

Country of Manufacture is a general consumer assessment of the country where the product is manufactured based on information received from various sources [12]. Previous research states that the Country of Manufacture has a positive influence on

perceived quality [6,7] which ultimately influences purchasing decisions. Other research also shows that the Country of Manufacture has a positive influence on purchasing decisions [5]. Apart from that, it is said that consumers do not only consider the image of the Country of Origin to evaluate products but also the image of the Country of Manufacture of the product [8]. Thus, the second hypothesis of this research is as follows.

*H2: Country of Manufacture has a positive and significant influence on the decision to buy second-hand clothing*

## 2.7. The Influence of Brand Power on Purchasing Decisions

Brand power is said to be an important component of marketing strategy. Brand power is defined as brands that adapt particularly well to the environment in which they operate so that they can survive and thrive [16]. Brand power is an interesting variable to research, especially about consumer purchasing decisions for second-hand clothing. Because brand power dimensions such as brand image and brand awareness are known to have a positive influence on purchasing decisions, this became the basis for developing the third hypothesis of this research.

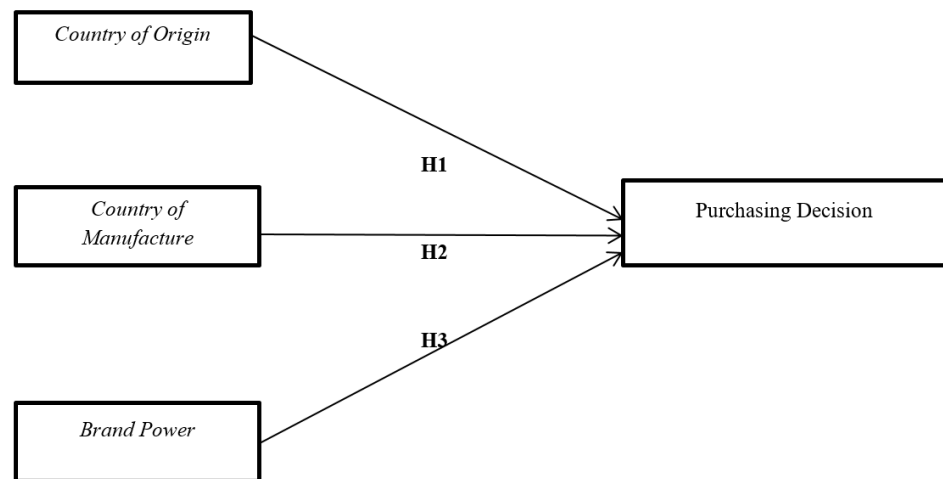
*H3: Brand power has a positive and significant effect on the decision to buy second-hand clothing*

## 2.8. Conceptual Framework

Based on the explanation above, the conceptual framework of this research is as follows (Figure 1).

## 3. Methodology Research

The type of research used in this research is quantitative research with causal methods. In this research, the influence of Country of Origin, Country of Manufacture, and Brand Power on the decision to buy second-hand clothing in Mataram City is studied. The population in this research is all second-hand clothing consumers who shop at Karang Sukun Market in the city of Mataram. The number of respondents sampled in this research was 100 people who were determined using simple random sampling. The data collection tool in this research is a questionnaire using a 1 - 5 Likert scale. Before



**Figure 1:** Conceptual Framework.

testing the hypothesis, a test is first carried out on the research instruments that will be used. Furthermore, the verification analysis in this research uses statistical testing tools, namely the variance-based structural equation test with the SEM partial least squares (PLS) method using SmartPLS 3.0 software. There are two measurement steps in verification analysis using the SEM PLS method [18], namely the measurement model and the structural model. The construct measurement model or what is known as the outer model in SEM PLS is a model that displays the relationship between a construct and indicators of a variable. Meanwhile, the structural model, or what is called the inner model in SEM PLS displays the relationships (paths) between constructs.

## 4. Result and Discussion

### 4.1. Characteristics of Respondents

The characteristics of respondents in this study were divided into several categories, namely based on gender, age range, education, and brand, country of origin, and type of product purchased (see Table 1). The number of male respondents was 33 people or 33%, while female respondents were only 67 people or 67% of the total respondents. Most of the respondents were used clothing consumers with an age range of 31-40 years, namely 48 people or 48%.

TABLE 1: Characteristics of Respondents.

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	33	33
	Female	67	67
Age	20-30	36	36
	31-40	48	48
	41-50	16	16
	51-60	0	0
Education	High School	15	15
	Bachelor degree	67	67
	Master's degree	18	18
<b>Sum</b>		100	100
Type of Clothing: Outdoor, work clothes/shirts, everyday clothes, pants/skirts			
Country of Origin: Korea, Japan, China, America			
Brands: Uniqlo, Victoria's Secret, United Arrows, Shanghai Tang, and others			

Source: Processed Primary Data

## 4.2. Evaluation of Measurement Model (Outer Model)

The convergent validity test is carried out using the outer loading test which functions to prove that each manifest variable can explain the construct of each latent variable or each indicator is acceptable and able to explain the latent variable. According to Hair et al, an outer loading value of 0.50 or more is considered to have validation that is strong enough to explain the latent construct in a model [19].

The outer model value has met discriminant validity, namely having a loading factor value above 0.50, and then analyzed further (see Table 2). Meanwhile, the discriminant validity test was carried out by looking at the average variance extracted (AVE) value for each construct. An indicator is considered valid if it has an Average Variance Extracted (AVE) value above 0.5. This measurement meets the convergent validity criteria [20]. Each variable has an AVE value greater than 0.5 or close to 0.5, so it can be said that all variables are declared to have met the requirements for convergent validity. We also did a reliability test. In SmartPLS, measuring the reliability of a construct with reflexive indicators can be done using Cronbach's alpha test, where the results of the reliability test are considered quite satisfactory if Cronbach's alpha value is  $\geq 0.6$  (Ghozali et al., 2010)[21]. Apart from Cronbach's alpha, a composite reliability test is also carried out to measure the true value of the reliability of a construct [20]. The composite reliability

TABLE 2: Value of Outer Loading.

No.	Variable	Item	Outer Loading	AVE
1	COO ( $X_1$ )	COO1	0.620	0.389
		COO2	0.574	
		COO3	0.730	
		COO4	0.559	
		COO5	0.775	
		COO6	0.546	
		COO7	0.516	
2	COM ( $X_2$ )	COM1	0.555	0.423
		COM2	0.706	
		COM3	0.571	
		COM4	0.692	
		COM5	0.710	
3	Brand Power ( $X_3$ )	BP1	0.811	0.536
		BP2	0.823	
		BP3	0.631	
		BP4	0.796	
		BP5	0.776	
		BP6	0.623	
		BP7	0.626	
4	Purchasing Decision (Y)	PD1	0.789	0.555
		PD2	0.750	
		PD3	0.703	
		PD4	0.734	

Source: Processed Primary Data

value must be greater than 0.7, provided that if the construct has a composite reliability value greater than 0.7 then it is considered reliable (see Table 3).

TABLE 3: Value of Cronbach's Alpha and Composite Reliability.

Variable	Cronbach's Alpha	Composite Reliability	Description
COO (X1)	0.739	0.814	Reliable
COM (X2)	0.666	0.784	Reliable
Brand Power (X3)	0.852	0.888	Reliable
Purchasing Decision (Y)	0.732	0.833	Reliable

Source: Processed Primary Data



### 4.3. Evaluation of Structural Model (Inner Model)

This test aims to see the influence of each exogenous latent variable on the endogenous latent variable. In this test, the R-Square value is obtained to detect the best accuracy in regression analysis which is carried out by comparing the value of the determinant coefficient. If R<sup>2</sup> is greater or approaches the value of 1 (one), then the model is more precise or has strong predictive relevance.

TABLE 4: Value of R-Square.

Variable	R-Square
Purchasing Decision (Y)	0.628

Source: Processed Primary Data

Based on the calculation above, the R-squared value is 0.628 (Table 4). This means that the research model for the influence of country of origin, country of manufacture, and brand power on purchasing decisions has a predictive relevance of 0.628 or 62.8%. In other words, purchasing decisions are influenced by the independent variables of this research, namely country of origin, country of manufacture, and brand power, amounting to 62.8%, while the remaining 37.2% is the influence of other dependent variables not measured in this research. Next, research hypothesis testing was carried out by looking at the path coefficient value and the statistical T statistic (Figure 2, Table 5).

TABLE 5: Result For Inner Weights.

Variable	Original Sample	T Statistics	P Values	Conclusion
X1 → Y	0.066	0.674	0.501	Has a positive and insignificant effect
X2 → Y	0.426	4.350	0.000	Positive and significant influence
X3 → Y	0.368	3.389	0.001	Positive and significant influence

Source: Processed Primary Data

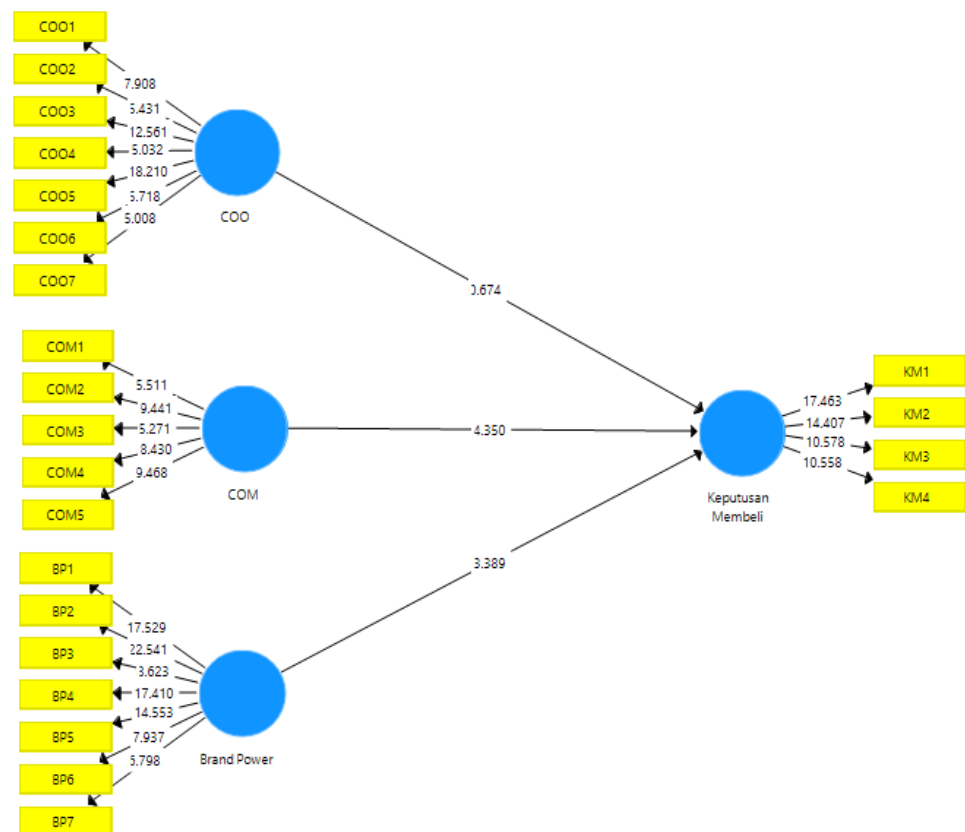


Figure 2: Path Coefficient.

## 5. Discussion

### 5.1. The Influence of Country of Origin on Purchasing Decisions

Hypothesis 1 of this study states that country of origin has a positive and significant effect on second-hand clothing consumers' purchasing decisions. The test results of the parameter coefficient between the country of origin on purchasing decisions show a positive influence with a coefficient value of 0.066, a t-statistic of 0.674 (smaller than the t table of 1.661), and a p-value of 0.501 (p-value > 0.05) which shows a positive influence but is not significant. Thus,  $H_a$  is rejected, which means that the country of origin does not have a significant influence on consumers' purchasing decisions for second-hand clothing.

This means that even though consumers from the start have had a very good perception of used clothing in the city of Mataram and have knowledge and awareness about the origin of the products they buy, consumers cannot be said to have made purchasing decisions because of this. Although theory states that Country of Origin (COO) can shape consumer perceptions regarding goods and services from different

brands, COO affects consumer evaluations of products when they know the country of origin of the product [11], but in reality, in the case of buying used clothes, this theory does not apply. This could be because consumers do not buy used clothes on this basis, but on other things that were not examined in this research such as price, physical quality of the product, and other factors. This is very understandable because the products purchased are used clothing products where consumers do not make purchases solely because of the country of origin of the product, but because of the price factor as found by previous researchers Ganesha & Rinanda and Rosmaniar, Rahmawati, Rio, Martasari, & Ganesha [21,22].

## 5.2. The Influence of Country of Manufacture on Purchasing Decisions

Hypothesis 2 of this study states that the country of manufacture has a positive and significant effect on consumers' purchasing decisions for second-hand clothing. The test results of the parameter coefficient between the country of manufacture on purchasing decisions show a positive influence with a coefficient value of 0.426, a t-statistic of 4.350 (greater than the t table of 1.661), and a p-value of 0.000 (p-value < 0.05) which shows a positive and significant influence. In this way,  $H_a$  is accepted, which means that the country of manufacture has a positive and significant effect on consumers' purchasing decisions for second-hand clothing.

The results of this hypothesis test are in line with the results of the descriptive test where respondents showed very good criteria for the country of manufacture question items relating to product quality and workforce quality in the country that produces the used clothing products purchased. As is known, Country of Manufacture is a general consumer assessment of the country where the product is made based on information received from various sources [12], where the Country of Manufacture has a positive influence on consumer perceptions of the quality of their products [6,7] which ultimately influences purchasing decisions.

The results of this research support previous research which shows that marketers need to understand that when consumers have a good perception of the country that is the Country of Manufacture of a product, then the perception of the quality of the product increases. Consumers who believe in a country that is a Country of Manufacture can strengthen consumer perceptions about product quality which will increase the level of consumer purchasing decisions. Perceived quality will create trust in the minds of

consumers in a product brand and the new information they think about will determine their purchasing decisions. Thus, the results of this research are also in line with previous research which shows that the Country of Manufacture has a positive influence on purchasing decisions [5].

### 5.3. The Influence of Brand Power on Purchasing Decisions

Hypothesis 3 of this study states that brand power has a positive and significant effect on second-hand clothing consumers' purchasing decisions. The test results of the parameter coefficient between brand power on purchasing decisions show a positive influence with a coefficient value of 0.368, a t-statistic of 3.389 (greater than the t table of 1.661), and a p-value of 0.001 (p-value < 0.05) which indicates there is a positive and significant influence. In this way,  $H_a$  is accepted, which means that brand power has a positive and significant effect on consumers' purchasing decisions for second-hand clothing. Brand power itself is believed to be an important marketing strategy component where brands specifically adapt well to the environment in which they operate so that they can survive and develop [16]. Some brands that are known to be frequently purchased by consumers are Uniqlo, Victoria's Secret, United Arrows, Shanghai Tang, and others. These brands are big brands from various countries.

The results of this hypothesis test are also in line with the results of the descriptive test where respondents have knowledge and awareness that the product brands they buy, especially in the city of Mataram, have quality and prices that are perceived to be very suitable and can compete with products in other stores. Apart from that, this can also be caused by consumers starting to realize that quality and brands originating from abroad which previously might have been difficult to reach due to limited prices and availability of goods can now be reached easily at much cheaper prices.

## 6. Conclusion

Country of origin has a positive but not significant effect on purchasing decisions. This means that although consumers from the start have had a very good perception of used clothes in the city of Mataram and that consumers have knowledge and awareness about the country of origin of the used clothes they buy, consumers cannot be said to have made purchasing decisions because of this. Meanwhile, the Country of manufacture also has a positive and significant influence on consumers' purchasing

decisions for second-hand clothing. This means that when consumers have a good perception of the country that is the Country of Manufacture of a product, this will increase the perception of the quality of the product which ultimately results in increased purchasing decisions. Furthermore, brand power has a positive and significant effect on consumers' purchasing decisions for second-hand clothing. This means that several brands that have been purchased by used clothing consumers are perceived to have high brand power, thereby increasing their purchasing decisions. Some brands that are known to be frequently purchased by consumers are Uniqlo, Victoria's Secret, United Arrows, Shanghai Tang, and others. These brands are big brands from various countries.

## 6.1. Theoretical Implications

The results of research regarding the influence of country of manufacture prove previous research conducted by Shergill & Lisha and Sinrungtam which shows that Country of Manufacture has a positive effect on consumer perceptions of product quality which ultimately influences purchasing decisions [6,7]. Apart from that, the results of this research are also in line with previous research which shows that the Country of Manufacture has a positive influence on purchasing decisions [5]. Other findings from this research show that the brand power variable also has a positive and significant impact on the decision to purchase used clothing. These findings prove that brand power is believed to be an important marketing strategy component for brands [16]. It does influence consumer purchasing decisions, especially in purchasing second-hand clothing.

Apart from the findings above, the most recent results of this research are the discovery that country of origin does not have a significant effect on purchasing decisions. This is very understandable because the products purchased are used clothing products where consumers do not make purchases solely because of the country of origin of the product, but because of the price factor as found by previous researchers Ganesha & Rinanda and Rosmaniar, Rahmawati, Rio, Martasari, & Ganesha [21,22].

## 6.2. Managerial Implications

The findings of this research can be used as a reference for MSMEs and second-hand clothing sellers in Mataram and other areas to consider providing products from certain brands that have high brand power in the minds of consumers.

### 6.3. Research Limitations

This research was specifically conducted on the influence of country of origin, country of manufacture, and brand power on the perceptions of used clothing consumers in Mataram only, so the sample size was relatively small.

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