

DAFTAR PUSTAKA

- Erida dan Rangkuti, A., 2017, The Effect Of Brand Image, Pengetahuan Produk And Product Quality On Minat Pembelian Of Notebook With Discount Price As Moderating Variabel, *Journal of Business Studies and Management Review (JBSMR) Vol.1 No.1*
- Faraditta, A dan Mudiantono, 2015, Analisis Pengaruh *Country Of Origin Perception, Perceived Quality* dan *Consumer Perception* Terhadap *Purchase Intention* Dengan *Brand Image* Sebagai Variabel Intervening, *Diponegoro Journal of Manajement*, Vol.4, No.2, 1-10
- Hanzee, K. H. and Ghafelehbashi, 2012, The Role Of Keterlibatan produk, Knowledge, And Perceptions In Consumer Purchase Behavior Of Counterfeits: Perspective Islamic Country, *J. Basic. Appl. Sci. Res.*, 2(1), 418-425
- Hunjra, A. I. and Kiran, S., 2014, Relationship between Country Of Origin, Product Knowledge, Product Involvement, and Purchase Decision, *Bulletin of Business and Economics*, 3(1), 17-46
- Keegen, Warren J., and Green, Mark C., (2017), *Global Marketing*, Ninth Edition, Pearson, England
- Kotler, P., dan Armstrong, G., 2012, *Principles Of Marketing*, 14th Edition, Pearson Education, United States.
- Kotler, P., dan Keller, K.L., 2016, *Marketing Management*, Fifth Edition, Pearson, England
- Kusumaningtyas, Ghaita Damararum, Dkk., 2017, Pengaruh *Country Of Origin* Terhadap Persepsi Kualitas Dan Dampaknya Pada Minat Pembelian, *Jurnal Administrasi Bisnis (JAB)*, Vol. 43
- Lin, L.Y. and Ch.Sh. Chen, 2006. The influence of the country-of-origin image, Pengetahuan Produk and keterlibatan produk on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *ConsumerMarketing*, 23(5):248-265.

- Lin, N., and Lin, B., 2007, The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount, *Journal of International Management Studies*
- Nagashima, A. 1970, "A Comparison of Japanese and US Attitude Toward Foreign Products", *Journal of Marketing*, Vol 34, pp 68-74
- Nagashima, A. 1977, "A comparative 'made in' product image survey among Japanese businessmen", *Journal of Marketing*, Vol 41, No 3, pp 95-100
- Pamungkas, C. B., dan Elevita, Y., 2013., Pengaruh Country of Origin, Product Knowledge, dan Keterlibatan produk, Terhadap Intensi Pencarian Informasi dan Intensi Pembelian, *Jurnal Library of UI*
- Prof. Dr. Husaini Usman, M.Pd dan R. Purnomo Setiady Akbar, M.Pd.2006. *Pengantar Statistika*".Jakarta:Bumi Aksara
- Rahmawati, Alni. Dkk. 2015, *Statistika*, Edisi 3, Universitas Muhammadiyah Yogyakarta, Yogyakarta.
- Sekaran, Uma. 2011, *Research Methods For Business*, Edisi 9, Salemba Empat, Jakarta
- Shirin, K., and Kambiz, H.H.,2011, The Effect of the Country-of-Origin Image, Pengetahuan Produk and Keterlibatan produk on Consumer Purchase Decisions, *Journal of Chinese Business Review*, Vol. 10, No. 8.
- Sugiyono. 2010. *Metode Penelitian Bisnis*, Cetakan Keduabelas. CV. Alfabeta Bandung.
- Sumarwan, Ujang. 2015. *Perilaku Konsumen*. Edisi 2. Bogor: Ghalia Indonesia
- Tati, Putri Wahyu, Dkk., 2015, Pengaruh *Country Of Origin* dan *Global Brand Image* Terhadap Minat Beli Dan Keputusan Pembelian, *Jurnal Administrasi Bisnis (JAB)*, Vol. 25
- <http://tekno.kompas.com/read/2016/12/18/08464977/samsung.masih.rajai.pasar.smart.phone.indonesia.ditempel.oppo>