

DAFTAR PUSTAKA

- Aaker, D.A. 1991. *Managing Brand Equity*. New York: Mcmillan.
- _____. 1996. *Building Strong Brands*. New York: The Free Pass.
- _____. 1996. Measuring Brand Equity Across Products and Markets. *California Management Review*, Vol. 38, No.3, Spring.
- Baron, RM.; and Kenny, D.A. 1986. *Journal of Personality and Social Psychology*, Vol.51(6). Pp.1172-1182.
- Bilkey, W. and Nes, E. 1982. "Country of Origin Effecton Product Evaluation". *Journal of International Bussiness Studies*, Vol. 13, Spring/Summer, pp.89-100.
- Cooper, D.R. and Schindler, P.S. 2014. *Business Research Method, 12th edition*. New York: McGraw-Hill.
- Durianto, Darmadi; Sugiarto dan Tony Sitinjak. 2001. "Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek". Jakarta: PT Sun.
- Forbes. 2016. Apple, Google Top The World's Most Valuable Brands Of 2016. <http://www.forbes.com/sites/kurtbadenhausen/2016/05/11/the-worlds-most-valuable-brands/#27f692507561> (diakses 6 januari 2017)
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivariat dengan Program IBM SPSS 19 Edisi 5*. Semarang: BP Universitas Diponegoro.
- Hair, Jr., J.F.; Black, W.; Babin, B.; Anderson, R.; and Tatham, R. 2010. "Multivariate Data Analysis". 7th ed. Uppersaddle river, New Jersey: PearsonPrentice Hall.
- Han,C.M. 1989. "Country image: Halo or Summary Construct?" *Journal of Marketing Research*, Vol.26.No.2, pp.202-209.
- Hsieh, M.H., Pan,S.L.,and Setiono R. (2004). "Product, Corporate, and Country image Dimensions and Purchase Behaviour: Multi Country Analysis". *Journal of Academy of Marketing Science*, Vol.32, No.3, pp.255-270.
- Humdiana. 2005. "Analisis Elemen-Elemen Ekuitas Merek Produk Rokok Merek Djarum Black". *Jurnal Manajemen Pemasaran*, Vol. 12 No. 1, Maret.
- International Data Corporation (IDC). 2016. *Worldwide Smartphone Shipments Up 1.0% Year over Year in Third Quarter Despite Samsung Galaxy Note 7 Recall, According to IDC*. <https://www.idc.com/getdoc.jsp?containerId=prUS41882816> (diakses 6 januari 2017)

- Jennes,B. 2005. Possibilities of Shaping *Country image*. *Journal of Marketing and Management*, Vol.2 pp.18-29.
- Keller, Kevin Lane. 1993. Conceptualizing, Measuring, and Managing Customer-based Brand Equity. *Journal of Marketing*, 57, 1, *ABI/INFORM Global*, pp 1.
- Keller, Kevin Lane. 2003. *Strategic Brand Manajemen, Second Edition*. New York: Prentice Hall.
- Kompas Tekno. 2016. Samsung Masih Rajai Pasar Smartphone Indonesia, Ditempel Oppo.
<http://tekno.kompas.com/read/2016/12/18/08464977/samsung.masih.rajai.pasar.smartphone.indonesia.ditempel.oppo> (diakses 27 Januari 2017).
- Kotabe,M. and Helson, K. 2011. *Global Marketing Management-fifth edition*, New York: John willey and Sons.
- Kotler dan Kevin Lane Keller. 2007. *Marketing Management 13th edition*. New Jersey: Prentice Hall.
- _____.2012. *Marketing Management 14th edition*. Pearson Education,Inc.
- Lavorete, Sylvie.2010.”Managing Brand: A Contemporary Perspective”. New York: Mc GrawHill Education.
- Levy, Michael and Weitz, Barton. 2012. “Retailing Management-8th edition”. New York: McGraw-Hill Irwin.
- Lin, Long-yi dan Chen, Chun-suo. 2006. The influence of the country-of-origin image *product* knowledge and *product* involvement on consumer purchase decision. *Journal of Consumer Marketing*, 23/5, 248-265.
- Listiana, Erna. 2015. Country of Origin Image and It’s Impact on Brand Association, Perceived Quality and Brand Loyalty. *IISTE-Journal of Marketing and Consumer Research*, Vol.10, pp.19-30.
- Martin, I.M. and Eroglu, S. 1993. “Measuring Muti-dimensional Construct: Country. *Journal of Bussiness Research*,Vol.28, pp.193.
- Mowen, J. C. (1995). “Consumer Behaviour 4th Edition”. New Jersey: Prentice Hall.
- Nagashima, Akira. 1970. A Comparison of Japanese and U.S Attitudes toward Foreign Products. *Journal of Marketing*, Vol.34 No.1 pp.68-74.
- Ngoc, Chu Tao. 2014. “Understanding the Relationship between *Country of Origin* Image and Brand Equity – Case of Cosmetics Brand in Ho Chi Min City”. *IPEDR Journal*, Vol.78 No.3.

- Pappu, Ravi, Quester, Pascale G, dan Cooksey, Ray W. 2006. Consumer-based ekuitas merek and country-of-origin relationship some empirical evidence. *European Journal of Marketing*, Vol.40, No.5/6, pp.696-717.
- Pappu, Ravi, Quester, Pascale G, dan Cooksey, Ray W. 2007. *Country image* and consumer-based ekuitas merek: relationship and implication for international marketing. *Journal of International Business Studies*, 38, 726-745.
- Parameswaran, R. And A. Yaprak. 1987. "A Cross National Comparison of Consumer Research Measures". *Journal of International Business Studies*, Vol.18, No.2, pp.35-49.
- Roth, M.S. and Romeo, J.B. 1992. Matching *product* and *country image* perceptions: a framework for managing country-of-origin effects. *Journal of International Business Studies*, Vol. 23 No. 3, pp. 477-97.
- Sanyal, S. N., dan Data, S. K. 2011. The Effect of Country of origin on brand equity: an empirical study on generic drug. *Journal of Product and Brand Management*, 20 (2): 130-140.
- Schiffman dan Kanuk. 2004. *Perilaku Konsumen (edisi 7)*. Jakarta: PT Gramedia Pustaka.
- Usman, Hardius dan Sobari, Nurdin. 2013. *Aplikasi Teknik Multivariat untuk Riset Pemasaran*. Jakarta: PT Raja Grafindo Persada.
- Yasin, Norjaya Mohd, Noor, Mohd Nasser, dan Mohamad, Osman. 2007. Does image of country-of-origin matter to Brand Equity. *Journal of Product and Brand Management*, 16/1, 38-48.
- Yoo, Boonghee, Donthu, Naven, dan Lee, Sungho. 2000. An Examination of Selected Marketing Mix Elements and *Brand Equity*. *Journal of the Academy of Marketing Science*, Vol.28, No.2, p 195-211.