

DAFTAR PUSTAKA

- Aaker, D. A., & Alexander, L. B. (2009). *Brand equity and Advertising: Advertising Role in Building Strong Brands*. Hillsdale: Lawrence Equilibrium Associates. Inc.
- Ahmed, Z. U., Johnson, J. P., Yang, X., Fatt, C. K., Teng, H. S., & Boon, L. C. (2004). Does country of origin matter for low-involvement products? *International Marketing Review*, 21(1). <https://doi.org/10.1108/02651330410522925>
- Assauri, S. (2011). *Manajemen pemasaran* (15th ed.). Jakarta: Raja Grafindo Persada.
- Boyd, H. W. (2002). *Marketing management: a strategic, decision-making approach*. McGraw-Hill.
- Demirbag, M., Tatoglu, E., Tekinkus, M., & Zaim, S. (2006). An analysis of the relationship between TQM implementation and organizational performance: Evidence from Turkish SMEs. *Journal of Manufacturing Technology Management*, 17(6), 829–847. <https://doi.org/10.1108/17410380610678828>
- Dharmesta, B. S., & Irawan. (2002). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Di Terence Shimp. (2006). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. Retrieved from <https://books.google.co.id/books?id=hnZcAQAACAAJ&printsec=frontcover&dq=editions:ISBN1111580219&hl=id>
- Durianto, D. (2004). *Brand Equity Ten Strategi Memimpin Pasar*. Gramedia Pustaka Utama.
- Eriyanto. (2015). *Analisis Isi: Pengantar Metodologi untuk Penelitian Ilmu Komunikasi dan Ilmu-ilmu Sosial Lainnya*. Prenada Media.
- Ezer, E., & Ghozali, I. (2017). PENGARUH TINGKAT PENDAPATAN, TARIF PAJAK, DENDA PAJAK, DAN PROBABILITAS PEMERIKSAAN PAJAK TERHADAP KEPATUHAN PAJAK. *Diponegoro Journal of Accounting*, 6(3), 407–419. Retrieved from

<https://ejournal3.undip.ac.id/index.php/accounting/article/view/19247/18272>

- Ghaizani, A., Pangestuti, E., & Devita, L. D. R. (2018). Pengaruh country of origin terhadap brand image dan dampaknya bagi keputusan pembelian (Survei Online Pada Konsumen Skin Care Etude House di Indonesia). *Jurnal Administrasi Bisnis*, 58(2), 110–118. Retrieved from <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2437>
- Hadi Brata, B., Husani, S., & Ali, H. (2017). The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*. <https://doi.org/10.21276/sjbms>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: International version*. New Jersey, Pearson.
- Indrawati, D. (2015). PENGARUH CITRA MEREK DAN GAYA HIDUP HEDONIS TERHADAP KEPUTUSAN PEMBELIAN JILBAB “ZOYA.” *Jurnal Riset Ekonomi Dan Manajemen*, 15(2), 302. <https://doi.org/10.17970/jrem.15.150207.id>
- Kadir, S. T. (2015). *Konsep, contoh dan analisis data dengan program SPSS/Lisrel dalam penelitian*. Jakarta: Rajawali Pers.
- Kanitra, A. R., & Kusumawati, A. (2018). PENGARUH COUNTRY OF ORIGIN DAN ONLINE CONSUMER REVIEW TERHADAP TRUST DAN KEPUTUSAN PEMBELIAN (Survei Pada Mahasiswa S1 Fakultas *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 61(1), 64–73. Retrieved from <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2548>
- Keller, K. (2013). *Strategic brand management: Global edition*. Pearson Higher Ed.
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- Kementerian Perindustrian. (2018). *Kemenperin: Industri Kosmetik Nasional Tumbuh 20%*. Retrieved February 3, 2021, from

<https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>

Khuong, M. N., & Duyen, H. T. M. (2016). Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 7(2), 44–50. <https://doi.org/10.18178/ijtef.2016.7.2.497>

Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. Pearson education.

Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Upper Saddle River, N.J: Pearson Prentice Hall.

Kotler, P., & Keller, K. L. (2015). *Marketing Management, Global Edition*. Pearson Education UK.

Kotler, P., Keller, K. L., & Manceau, D. (2012). *Marketing management 14e*. PEARSON FRANCE.

Kuncoro, M. (2013). *Metode Riset Untuk Bisnis & Ekonomi, Edisi Keempat*. Jakarta: Erlangga.

Laroche, M., Papadopoulos, N., Heslop, L. A., & Mourali, M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22(1), 96–115. <https://doi.org/10.1108/02651330510581190>

Marketeers. (2018). Di Balik Kesuksesan Merek Kecantikan Korea. Retrieved February 5, 2021, from Marketeers website: <https://marketeers.com/di-balik-kesuksesan-merek-kecantikan-korea/>

Mohamad, O., Ahmed, Z. U., Honeycutt Jr, E. D., & Tyebkhan, T. H. (2000). Does "Made In." Matter to Consumers? A Malaysian Study of Country of Origin Effect. *Multinational Business Review*, 8(2), 69.

Mutiara, & Madiawati, P. N. (2019). Pengaruh Electronic Word Of Mouth dan Citra Merek Terhadap Keputusan Pembelian Nature Republic Aloe Vera 92% Soothing Gel. *E-Proceeding of Management*, 6(1), 1099–1106. Retrieved from <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/artic>

le/view/9033

Nagashima, A. (1970). A Comparison of Japanese and U.S. Attitudes toward Foreign Products. *Journal of Marketing*, 34(1), 68–74.
<https://doi.org/10.1177/002224297003400115>

Novira, S., & Trenggana, A. F. (2019). Analisis Faktor - Faktor yang Mempengaruhi Keputusan Pembelian Konsumen Terhadap Produk Kosmetik Innisfree. *E-Proceeding of Management*, 6(1), 798–817. Retrieved from
<https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/8999>

Pelakubisnis.com. (2020). Kosmetik Impor Menggerogoti Pasar dalam Negeri. Retrieved January 31, 2021, from pelakubisnis.com website:
<https://pelakubisnis.com/2020/02/kosmetik-impor-menggerogoti-pasar-dalam-negeri/>

Peter, J. P., & Olson, J. C. (2010). CONSUMER BEHAVIOR & MARKETING STRATEGY CONSUMER BEHAVIOR & MARKETING STRATEGY. *McGraw-Hill*. Retrieved from
https://www.academia.edu/6078770/CONSUMER_BEHAVIOR_and_MARKETING_STRATEGY_CONSUMER_BEHAVIOR_and_MARKETING_STRATEGY

Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in selangor, malaysia. *Management Science Letters*, 9(9), 1341–1348.
<https://doi.org/10.5267/j.msl.2019.5.016>

Ristanti, A., & Iriani, S. S. (2020). Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Konsumen Nature Republic di Surabaya. *Jurnal Ilmu Manajemen*, 8(3), 1026–1037. Retrieved from
<https://journal.unesa.ac.id/index.php/jim/article/view/8597>

Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions.

International Journal of Hospitality Management, 27(3), 459–469.
<https://doi.org/10.1016/j.ijhm.2007.11.001>

Santoso. (2018). *Statistika Hospitalitas: Edisi Revisi*. Yogyakarta: Deepublish. Retrieved from <https://books.google.co.id/books?id=nrl2DwAAQBAJ>

Saputra, S., Hidayat, K., & Sunarti, S. (2017). PENGARUH KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN DAN DAMPAKNYA TERHADAP KEPUASAN KONSUMEN PENGGUNA IPHONE (Survei pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 50(6), 85–95.

Saydan, R. (2013). Relationship between country of origin image and brand equity: An empirical evidence in England market. *International Journal of Business & Social Science*, 4(3), 78–88. Retrieved from www.ijbssnet.com

Schiffman, L. G., & Kanuk, L. L. (2010). *Principles of Marketing 12th Edition* Prentice Hall International Inc. *New Jersey*.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. London: John Wiley & Sons.

Setiadi, N. J. (2003). *Perilaku konsumen: Konsep dan implikasi untuk strategi dan penelitian pemasaran*. Jakarta: Prenada Media.

Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi* (8th ed.). Salemba Empat.

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. <https://doi.org/10.25170/jm.v17i1.1779>

Sociolla.com. (2020). Fakta Menarik Seputar Dunia Kecantikan Tanah Air di ZAP Beauty Index 2020. *Beauty Journal*. Retrieved from <https://journal.sociolla.com/beauty/beauty-index-2020>

Sudaryanto, S., Subagio, N. A., Awaliyah, I. N., Wulandari, D., & Hanim, A. (2019).

- Influence of brand image, price and promotion on consumer's buying decision of fast moving consumer's goods with culture as a moderating variable in basmallah retail store in Indonesia. *International Journal of Scientific and Technology Research*, 8(3), 85–92. Retrieved from www.ijstr.org
- Sugiarto, & Siagian. (2006). *Metode statistika untuk bisnis dan ekonomi*. Jakarta: Gramedia Pustaka Utama.
- Sugiyono, P. D. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D*. Penerbit CV. Alfabeta: Bandung.
- Supriyadi, Wahyu Wiyani, G. I. K. . (2017). Pengaruh Kualitas Produk Dan Brand Image Terhadap Keputusan Pembelian (Studi Pada Mahasiswa Pengguna Produk Sepatu Merek Converse di Fisip Universitas Merdeka Malang). *Jurnal Bisnis Dan Manajemen*, 4(1), 74–85. <https://doi.org/10.26905/JBM.V3I1.81>
- Suria, N., Kusumawati, A., & Pangestuti, E. (2016). PENGARUH COUNTRY OF ORIGIN TERHADAP CITRA MEREK DAN DAMPAKNYA BAGI KEPUTUSAN PEMBELIAN (Studi Pada Konsumen Uniqlo di Jakarta). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 38(1), 148–156. Retrieved from <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/1494>
- Thakor, M. V., & Katsanis, L. P. (1997). A Model of Brand and Country Effects on Quality Dimensions: Issues and Implications. *Journal of International Consumer Marketing*, 9(3), 79–100. https://doi.org/10.1300/J046v09n03_06
- Tirto.id. (2017). Indonesia, Target Pasar Seksi K-Beauty di Asia. Retrieved February 4, 2021, from [tirto.id website: https://tirto.id/indonesia-target-pasar-seksi-k-beauty-di-asia-cyRj](https://tirto.id/indonesia-target-pasar-seksi-k-beauty-di-asia-cyRj)
- Tjiptono, F. (2005). *Brand management & strategy*. Yogyakarta: Andi.
- Tjiptono, F., Chandra, G., & Adriana, D. (2012). Pemasaran strategik. In *Yogyakarta: Andi*.
- Utama, D. . (2007). *Membangun Merek, Membentuk Kepercayaan Konsumen, dan*

Menciptakan Loyalitas Merek. *Telaah Manajemen: Jurnal Riset Dan Konsep Manajemen*, 2(2), 122–135.

Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *International Journal of Services, Economics and Management*, 10(2), 177–193. <https://doi.org/10.1504/IJSEM.2019.100944>

Wibowo, S. F., Sari, E. P., & Saidani, B. (2017). THE EFFECT OF TRUST AND BRAND IMAGE ON PURCHASE DECISION (TOYOTA CAR SURVEY IN JAKARTA REGION). *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 8(2), 318–338. <https://doi.org/10.21009/jrmsi.008.2.08>

Widyastutir, S., & Said, M. (2017). Consumer consideration in purchase decision of SPECS sports shoes product through brand image, product design and price perception. *International Journal of Supply Chain Management*, 6(4), 199–207. Retrieved from ../1809.html

Wyer, R. S., Chiu, C. Y., & Hong, Y. Y. (2009). *Understanding Culture: Theory, Research, and Application*. Newyork: Psychologic Press.

*Mencerdaskan dan
Memartabatkan Bangsa*