

ANALYSIS THE INFLUENCE OF COUNTRY OF ORIGIN AND BRAND IMAGE ON PURCHASE INTENTIONS THROUGH CUSTOMER UNCERTAINTY (Study Case on OPPO Smartphone)

Javier Berliando
Amie Kusumawardhani*

Department Management, Faculty of Economics and Business, Diponegoro

*Email: amiekusumawardhani@lecturer.undip.ac.id

Abstract

Changes in trade activities have occurred as a result of changing times, and technical improvements have benefited corporations or business players in extending or growing markets that are no longer restricted to a single nation but may penetrate other countries. The emergence of foreign products, such as mobile phones, widen the choices of mobile phones in the Indonesian market. The majority of mobile phone brands purchased by Indonesian consumers are from China, despite the fact that the majority of the world regards China as having product stereotypes or product images that are of poor quality, cheap, and frequently counterfeited, resulting in a discontinuity with the product image they have. This study examines and analyses the effect of country of origin and brand image on purchase intentions through customer uncertainty on OPPO smartphone. The study sample included customer over 18 years old who has purchased and used OPPO smartphone. The sample in this study was 200 respondents. The method used in this study is a structural equation model (SEM) with the help of AMOS software for hypotheses test. The results of this study show country of origin and brand image has a negative effect on customer uncertainty, country of origin and brand image has a positive effect on purchase intention, whereas customer uncertainty has a negative effect on purchase intention. This study significantly extends managerial implications for OPPO to focus heavily to solve customer uncertainty by advertising product performance and giving detailed information about the product (such as label) to lower customer uncertainty and encourage customer to have intention to purchase OPPO smartphone. secondly, to solve customer uncertainty OPPO need to eliminate China's (OPPO country of origin) stereotype as a country with a poor product.

Keywords: *Country of Origin, Brand Image, Customer Uncertainty, Purchase Intention*

INTRODUCTION

Economic globalization is a process of economic activity and trade, in which countries around the world become market forces that are increasingly integrated without national borders. Economic globalization will, on the one hand, open up market opportunities for products from the domestic market to the international market competitively, on the other hand, it will also open up opportunities for global products to enter the domestic market. The

benefits of globalization in the economy are that it can increase global production, increase the prosperity of the people of a country, expand domestic product markets, raise more capital and better technology, provide additional funds for economic development and much more.

The expansion of the market that is not only limited to one country but is able to enter other countries, brings products from abroad, which makes the choice of products on the market more and more

difficult for consumers. The large number of product choices will make consumers more selective because more things need to be considered in generating interest in purchasing a product. This condition can be seen in the mobile phone market in Indonesia. The mobile phone market in Indonesia has various brands, ranging from local brands such as Panasonic to brands that are well known in the world community, such as I Phone.

The state of the best and best-selling smartphone brand in 2022 is a matter of pride for smartphone brand companies. The best-selling smartphone in the world is currently dominated by the Android and iOS operating systems. The most use Android OS with a market share of 71.35% while Apple's iOS only has a market share of 28.1%. While the rest are other operating systems such as Tizen, KaiOS, Windows, and others.

Regarding the best smartphone brand data in 2023, this was found in a survey conducted by the International Data Corporation (IDC) to determine the best smartphone brand in 2022. Samsung is still the number one position for the best smartphone brand in the world. In 2022, Samsung has a 21.2% market share. Samsung's position at number one remains unchanged compared to the 2021 period. On the other hand, OPPO is in fourth position with a market share of 8.6% in 2022 and 9.9% in 2021. Furthermore, on the OPPO brand there is information that Year-Over-Year Change is in fourth position with a percentage of -22.3% (Bhinneka, 2022). While global market considers China to have product stereotypes/product images that have poor quality, are cheap, and often do counterfeiting, resulting in discontinuity where with the image of the product owned should be avoided by consumers in accordance with the country-of-origin effect (Islam & Hussain, 2021). The market share can be viewed as decisions of consumers to purchase, purchase is a

realization of intention.

Because OPPO originating from China has a poor perception as evidenced by its low market share (ranked fourth) resulting in tight and very competitive market conditions for OPPO to compete in the market. Abdi (2014) revealed that ordinary consumers' poor perception of the country of origin is due to information about the quality and image of the product. OPPO is a smartphone product from China that promises good quality but offers relatively cheap prices on the market. OPPO itself entered the smartphone market in 2008 and in 2013 just entered the market in Indonesia. To support and strengthen the research, the following results are attached from the research gap:

Table 1. Research Gap

Variables Correlation	The Researchers	Results
Country of Origin on purchase intention.	Islam & Hussain (2021), Hien et al (2020),	The country of origin influences purchase intention.
	Hassan (2017)	The country of origin has no influence on purchase intention.
Brand Image on purchase intention.	Souiden et al (2011), Diamantopoulos (2011)	The brand image influences purchase intention.
	Yu et al. (2013)	The brand Image has no influence on purchase intention.

The results of previous studies regarding the effect of COO and brand image on purchase intention have differences, some state that COO and brand image affect purchase intention, while others state that COO and brand image have no effect on purchase intention. So that consumer uncertainty is used to solve these problems and determine whether the COO and brand image are able to directly

influence purchase intention. Baillargeon (2003) states that the level of consumer understanding with certain products can greatly influence consumer interest in the product. According to Mitchell and Papavassiliou (1999), some choices that consumers may have when they are not sure about a product are to delay buying the product or ignore it. Gardner et al. (2000) suggest that companies in marketing high-tech products must take into account consumer uncertainty about their needs for these products, this is because high-tech products are difficult to understand by the majority of consumers, so that consumers in understanding and convincing a product will look at the COO and brand. image as in research (Islam & Hussain., 2021); Souiden et al., 2011).

LITERATURE REVIEW AND HYPOTHESES

Theory of Reasoned Action suggests that attaining a behavior is based upon individual preexisting behavioral intentions. In the core of this theory, behavior is the product of intention which itself, is the result of subjective norms and attitude towards a specific stimulus. However, some researchers have identified weak link between individual intention and behavior (Davies, Foxall, & Pallister, 2002). Behavioral interest is based on 2 main factors, namely the individual's belief in the results of the behavior performed (attitude) and the individual's perception of the views of those closest to the individual on the behavior carried out. Attitude towards behavior is an individual's belief in behavior that describes the subjective probability that the behavior in question will produce certain results and evaluation describes an implicit judgment, if someone perceives that the result of displaying a behavior is positive, then he will have a positive attitude towards the behavior and so will on the contrary. Subjective norms refer to the perceived social pressure to perform or not perform the behavior,

(Ajzen, 1991). Subjective norms are normative beliefs related to individual perceptions of how groups perceive behavior and evaluations which are generally expressed as individual motivations to comply with certain groups, if other relevant people view that displaying the behavior as something positive and that person motivated to meet the expectations of relevant others.

Country of Origin on Purchase Intention

Hassan (2017) revealed the country-of-origin influence on the different products and their categories during the purchase. Researchers found that telecom services and products are highly influenced by country-of-origin effect among all other sort of product categories. According to Tjiptono and Candra (2016), evaluations made by consumers of a particular product are not only based on the attractiveness and characteristics of the product, but also based on the country of origin. Meanwhile, according to Kotler and Keller (2016) the country of origin or the country of origin of a product is also very important in product purchasing intentions. This statement is supported by research conducted by Kim et al (2017) and Berbel-Pineda et al (2018) which states that country of origin has a significant positive effect on purchase intention.

H1: Country of Origin has a positive effect on Purchase Intention

Brand Image on Purchase Intention

A good brand image of an item will increase a good perception of someone. Brand image is considered as an important sign in the purchase decisionmaking process, in which positive brand information affects the perceived quality, perceived value and customer's readiness for purchase (Hien et al, 2017). Consumers are more likely to products with a positive brand image. Thus, a good brand image will influence a person's purchase intention. A well-managed brand image can

increase understanding of aspects of consumer behavior in making decisions, enrich consumption orientation towards things that are symbolic rather than product functions, increase consumer confidence in products, and increase sustainable competitive advantage (Wicaksono, 2007). This statement is supported by research conducted by Diamantopoulos (2011) and Hien et al (2017) which states that country of origin has a significant positive effect on purchase intention.

H2: Brand Image has positive effect on Purchase Intention

Country of Origin on Customer Uncertainty

When the consumer has a vague idea about the product they tend to form a general perception about the product and they related the attributes of the product and brands on the ground basis of the Country of origin such as the “made in” and country brand influence to decreasing people’s uncertainty (Berbel-Pineda et al, 2018). This statement is supported by research conducted by Souiden et al (2011) which states that the country of origin has a significant negative effect on customer uncertainty.

H3: Country of Origin has a negative effect on Customer Uncertainty

Brand Image on Customer Uncertainty

Consumers perceive less uncertainty from prestigious brands (Jin et al., 2016). Therefore, the choice of a brand that has a good image is able to satisfy consumers' purchasing intentions because it reduces their purchase uncertainty (uncertainty) (Bhakar et al., 2013). This statement is supported by research conducted by Islam & Hussain (2021) which states that brand image has a significant negative effect on customer uncertainty.

H4: Brand Image has a negative effect on Customer Uncertainty

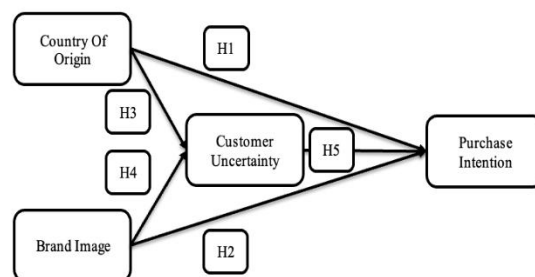
Customer Uncertainty on Purchase

Intention

If consumers perceive a higher level of knowledge uncertainty, they are increasingly hesitant to make purchase intentions (Shiu et al., 2011). Consumers who avoid uncertainty according to Hofstede Insights (2021) will consider every aspect of the product (including quality and country stereotypes) before intending to buy. It can be concluded that the perception/uncertainty of risk hinders purchasing intention (Lazaroiu et al., 2020). This statement is supported by research conducted by Shiu et al (2011) and Zhang et al (2019) which states that customer uncertainty has a significant negative effect on purchase intention.

H5: Customer Uncertainty has a negative effect on Purchase Intention

Figure 1. Framework



Source: Souiden et al (2011), Islam & Hussain (2021), Diamantopoulos (2011), Berbel-Pineda et al (2018), Hien et al (2020), Kim et al (2017), Shiu et al (2011), Zhang et al (2019), Hassan (2017).

Article text article text article text
article text article text here article text here
article text here article text here. Article
text article text article text article text
article text here

METHODS

Research Variables

According to Sugiyono (2017), the research variable is a value, object, or activity with certain variations. This study has one dependent variable, two independent variable and one intervening variable. The variables are as follows:

1. Dependent Variable

According to Sugiyono (2017), the dependent variable is a variable that gets the influence or is the result of the independent variable. The independent variable is denoted by (Y), the dependent variable in this study is Purchase Intention.

2. Independent Variable

The independent variable according to Sugiyono (2017) is a variable that affects or is the cause of changes or the emergence of the dependent variable. The independent variable is denoted by (X), the independent variables in this study are Country of Origin (X1) and Brand Image (X2).

3. Intervening Variable

Mediating variables according to Sugiyono (2017) are variables that theoretically affect the relationship between independent and dependent variables into an indirect relationship. The intervening variable is denoted by (Z), the intervening variable in this study is Customer Uncertainty (Z).

Table 2. Operational Definition

Variables	Variable Concept	Indicators	Scale
Purchase Intention	Purchase intention is an intention to buy, consider buying and recommend buying the product to others	<ul style="list-style-type: none"> • I am highly considering the purchase of aOPPO. • I am very impressed by the OPPO. • I recommend the OPPO to others. 	1-5
Country of Origin	Country of origin is any influence from the country of origin on positive or negative consumer perceptions of certain products and brands	<p>I am keen on the OPPO</p> <ul style="list-style-type: none"> • China is known for the high quality of its high-tech products. • China has high-tech products that are modern and innovative. • China offers high-tech products that have a good quality to price ratio. • China high-tech products are superior to their competitors from other countries. <p>China produces</p>	1-5

Brand Image	Brand image is a consumer's perception of a brand as a reflection of brand associations that exist in consumers' minds	<p>reliable high-tech products</p> <ul style="list-style-type: none"> • OPPO's smartphones are of high quality • OPPO smartphones have better features than its competitors • OPPO's smartphones characteristics can be distinguished from competitors • OPPO does not disappoint its customers • OPPO is one of the best brands in the industry 	1-5
Customer Uncertainty	Consumer uncertainty refers to a condition in which the available information deviates from the consumer's ideal information state	<p>OPPO is stable in the market</p> <ul style="list-style-type: none"> • When buying OPPO smartphone, I would worry about its reliability • I would be afraid that OPPO would not provide me with the level of benefits that I expected it to <p>I would be concerned that I may not get my money's worth from OPPO when buying it</p>	1-5

Sample and Population

A population is a group of subjects the researcher determines to study and conclude (Sugiyono, 2017). The population in this study were OPPO mobile phone users. According to Sugiyono (2017), The Sample is part of the Population. In this study, the sampling technique used is purposive sampling, where purposive sampling is a sampling technique with certain considerations (Sugiyono, 2017). The technique and method used in determining the Sample in this study is non-probability sampling technique. According to Sugiyono(2015), the non-probability sampling technique is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. Because the population is too large and the size is unknown, the determination of the number of samples in this study can use the Roscoe theory formula. Roscoe's theory states that if the research will conduct multivariate analysis (correlation or multiple regression), then the number of sample members is at least 5 times the number of research indicators (Ferdinand, 2014), researchers used 18 indicators that required a minimum of 18 x 5 or 90 samples.

The number of variables used in this study is 4 variables, so that based on table 3.2, the minimum sample size in this study is 200 samples, 200 samples meet both minimum requirements. Those 200 Respondents have to full fill the following criteria.

1. Using OPPO Mobile Phone
2. Knowing the country of origin of the OPPO mobile phone
3. Buy OPPO yourself (Not a gift)

Analysis Method

Methods Data analysis is the process of processing data that has been collected in research to understand the answers to the research problems themselves. This study

uses a quantitative research method where the data used is in the form of numbers and analyzed using statistics. The analytical tool used in this study uses a structural equation model (SEM) which is operated using AMOS 24. SEM is a multivariate technique that aims to unify multiple regression factor analysis that allows to simultaneously examine the dependence relationship between related variables simultaneously (Hair et al, 2019). This study uses the SEM method consisting of 7 steps, namely developing a theory-based model, compiling flowcharts, converting flowcharts to structural equations, selecting input matrices and estimation techniques, assessing problem identification, evaluating models, and interpreting model modifications.

RESULT AND DISCUSSION

Respondent Characteristics

Researchers distributed questionnaires to 200 respondents spread across 17 provinces in Indonesia. Based on 200 respondents spread throughout Indonesia, the largest percentage of respondents was in Central Java Province with a percentage of 30% with a total of 60 respondents. Meanwhile, respondents with the lowest frequency were those in the domiciles of Papua Province, Riau Province and South Sulawesi Province.

Validity Test

Based on validity test result, all indicators for measuring country of origin, brand image, customer uncertainty, and purchase intention variables have a value of more than 0.5, so all indicators are declared valid.

Reliability Test

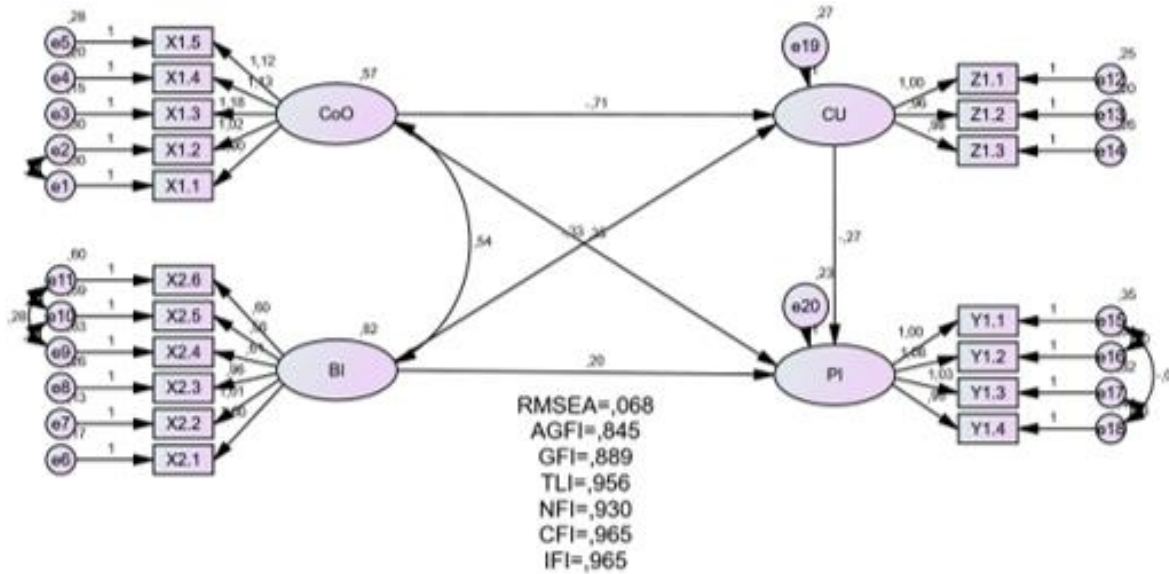
Based on reliability test results, shows the results of the Composite Reliability (CR) calculation on the country of origin, brand image, customer uncertainty, and purchase intention variables, respectively, 0.932, 0.882, 0.917, and 0.881. CR on all variables has

met the requirements because it is greater than 0.7. Then the results of the Average Variance Extracted (AVE) calculation on the country of origin, brand image, customer uncertainty, and purchase intention variables respectively are, 0.734, 0.567, 0.787, and 0.651. AVE on all variables has met the requirements because

it is greater than 0.5. So, it can be concluded that all the variables used are reliable because they have met the CR and AVE.

Full Structural Equation Modelling Analysis (SEM)

Table 3. Full Structural Model



Based on Full Structural Model, Goodness of fit model can be measured with the following criteria, CMIN/df, GFI, RMSEA, AGFI, TLI, NFI, CFI, and IFI. The results of the goodness of fit model test can be seen in table below.

Table 4. Testing Goodness of Fit Model

Criteria	Critical Value	Result	Evaluation
CMIN/df	<2	1.916	Fit
GFI	>0.9	0.889	Moderate
RMSEA	<0.08	0.068	Fit
AGFI	>0.9	0.845	Fit
TLI	>0.9	0.956	Fit
NFI	>0.9	0.930	Fit
CFI	>0.9	0.965	Fit
IFI	>0.9	0.965	Fit

Based on Table 4, the values of CMIN/df, GFI, RMSEA, AGFI, TLI, NFI, CFI, and IFI based on the criteria used show fit results.

Hypothesis Testing

Hypothesis testing is done by comparing the p value with a significance value of 5%. If the p value is less than 5%, then the hypothesis is accepted. The results of hypothesis testing can be seen in table

below.

Table 5. Hypothesis Testing

	Estimate	S.E.	C.R.	P	Description
Z <--- X2	-,328	,092	-3,565	***	Accepted
Z <--- X1	-,712	,117	-6,088	***	Accepted
Y <--- X1	,353	,128	2,749	,006	Accepted
Y <--- X2	,204	,091	2,237	,025	Accepted
Y <--- Z	-,272	,096	-2,835	,005	Accepted

Based on the table 5, all proposed hypotheses are accepted because they have a P value smaller than 0.05 or 5%. Further explanation regarding hypothesis testing will be explained below.

Hypothesis Testing 1

The estimation parameter for testing the effect of country of origin on purchase intention shows a CR value of 2.749 and a probability of 0.006. Both values are eligible for H1 acceptance because the CR value is 2.749 which is greater than 1.96 and the probability is 0.000 which is smaller than 0.05. Thus, it can be concluded that the country of origin has a

significant positive effect on purchase intention. This supports the research of Kim et al (2017) and Berbel-Pineda et al (2018) which states that there is a positive influence of country of origin on purchase intention.

Hypothesis Testing 2

The estimated parameter for testing the influence of brand image on purchase intention shows a CR value of 2.237 and a probability of 0.025. Both values are eligible for H2 acceptance because the CR value is 2.237 which is greater than 1.96 and the probability is 0.025 which is smaller than 0.05. Thus, it can be concluded that brand image has a significant positive effect on purchase intention. This supports the research of Diamantopoulos (2011) and Hien et al (2017) which states that there is a positive influence of brand image on purchase intention.

Hypothesis Testing 3

The parameter estimation for testing the effect of customer uncertainty on purchase intention shows a CR value of -6.088 and a probability of 0.000. Both values are eligible for H3 acceptance because the CR value is -6.088 which is greater than 1.96 and the probability is 0.000 which is smaller than 0.05. Thus, it can be concluded that customer uncertainty has a significant negative effect on purchase intention. This supports the research of Souiden et al (2011) which states that there is a negative influence of Country of Origin on Customer Uncertainty.

Hypothesis Testing 4

The parameter estimation for testing the effect of country of origin on customer uncertainty shows a CR value of -3.565 and a probability of 0.000. Both values are eligible for H4 acceptance because the CR value is -3.565 which is greater than 1.96 and the probability is 0.000 which is smaller than 0.05. Thus, it can be

concluded that the country of origin has a significant negative effect on customer uncertainty. This supports the research of Islam & Hussain (2021) which states that there is a negative influence of Brand Image on Customer Uncertainty.

Hypothesis Testing 5

The parameter estimation for testing the effect of brand image on customer uncertainty shows a CR value of -2.835 and a probability of 0.005. Both values are eligible for H5 acceptance because the CR value is 2.835 which is greater than 1.96 and the probability is 0.005 which is smaller than 0.05. Thus, it can be concluded that brand image has a significant positive effect on customer uncertainty. This supports the research of Shiu et al (2011) and Zhang et al (2019) which states that there is a negative influence of Customer Uncertainty on Purchase Intention.

CONCLUSION AND SUGGESTION

Conclusion

From the results of the analysis and discussion that have been described previously, this research explicitly provides the following conclusions:

1. First, all hypotheses are accepted.
2. The biggest influence on Purchase Intention is the variable Customer Uncertainty with a CR Value of 2,835, Country of Origin with a CR Value of 2,749, and Brand Image with a CR Value of 2,237.
3. The biggest influence on Customer Uncertainty is the Country-of-Origin variable with a CR Value of 6,088 then Brand Image with a CR Value of 3,565.
4. Regarding the results of the influence of the relationship between variables in the discussion of the previous chapter, the results of the research in Chapter 4 can overcome the problems in Chapter 1 regarding the

existence of the Country of Origin of OPPO originating from China and the existence of bad stereotypes about OPPO products based on market share data and the best smartphone data OPPO is ranked 4 out of 5 in Indonesia.

Theoretical Implications

Based on conclusions defined above, this study able to strengthen the results in the prior research, here are the results of the hypothesis that have effect on theoretical implications.

Table 6. Theoretical Implications

No.	Findings	Theoretical Implications
1.	Country of Origin has a positive effect on Purchase Intention	The result of this study was supported by Kim et al (2017) and Berbel-Pineda et al (2018) which states that there is a positive influence of country of origin on purchase intention.
2.	Brand Image has positive effect on Purchase Intention	The result of this study was supported by Diamantopoulos (2011) and Hien et al (2017) which states that there is a positive influence of brand image on purchase intention.
3.	Country of Origin has a negative effect on Customer Uncertainty	The result of this study was supported by Souiden et al (2011) which states that there is a negative influence of Country of Origin on Customer Uncertainty.
4.	Brand Image has a negative effect on Customer Uncertainty	The result of this study was supported by Islam & Hussain (2021) which states that there is a negative influence of Country of Origin on Customer Uncertainty.
5.	Customer Uncertainty has a negative effect on Purchase Intention	The result of this study was supported by Shiu et al (2011) and Zhang et al (2019) which states that customer uncertainty has a significant negative effect on purchase intention.

Managerial Implications

Based on the findings in the study, it can be used as an input for OPPO to evaluate strategies to confront customers who have uncertainty to purchase OPPO Smartphone.

Table 7. Managerial Implications

No.	Findings	Managerial Implications
1.	Country of Origin has a positive effect on Purchase Intention	Country of origin is the second most significant variables to affect purchase intention. OPPO need to show China (OPPO country of origin) as one of the advanced country in

- | | |
|---|---|
| 2. Brand Image has positive effect on Purchase Intention | technology industry. Brand image is the least significant variables to affect purchase intention. Even as the least significant variables to affect purchase intention, OPPO still need to manage it by advertising and informing customer about their product and services which is better than its competitor |
| 3. Country of Origin has a negative effect on Customer Uncertainty | Country of origin is the most significant variables to affect customer uncertainty. As the most significant variables to affect customer uncertainty, OPPO need to eliminate China's (OPPO country of origin) stereotype as a country with a poor product. |
| 4. Brand Image has a negative effect on Customer Uncertainty | Brand image is the least significant variables to affect customer uncertainty. Even as the least significant variables to affect customer uncertainty, OPPO still need to manage it by advertising and informing customer about their product performance and warranty. |
| 5. Customer Uncertainty has a negative effect on Purchase Intention | Customer uncertainty is the most significant variables to affect purchase intention. As the most significant variables to affect purchase intention, OPPO need to solve customer uncertainty by advertising product performance and giving a detailed information about the product (such as label) to lower customer uncertainty and encourage customer to have intention to purchase OPPO smartphone. |
-

Limitations and Suggestion

In this study, there are limitations and shortcomings, including:

1. The limitations of this study are due

to employing closed questionnaire. Therefore, it is not possible to dig up complete information from respondents.

2. The questionnaire results from

several respondents could not be used as data to be analyzed because some respondents did not answer completely.

Future Research

From the conclusions made about the research and considering the limitations in the study conducted, the researcher provides several suggestions that are expected to be helpful in the future. These suggestions can be used in general for further research to develop literature of marketing management science. Several suggestions used for further research:

1. For further research, it is recommended to use open questionnaire. Therefore, it is possible to dig up complete information from respondents.
2. It is recommended to use multiple company to see different result from employed variables and achieve a more complete result.
3. It is recommended that the study will be carried out with a broader range of respondents. Future research can conduct research with different demographic areas of respondents that may not have been covered in this study to obtain more general research results.

REFERENCES

- Abdi, T. (2014). Pengaruh Brand Image dan Country of Origin terhadap Kepuasan dan Loyalitas Konsumen pada Produk TV Samsung di Surabaya. *Jurnal Bisnis dan Manajemen*, 4(1), 18-41.
- Ajzen, I. (1991). The Theory of Planned Behavior, *Organizational Behavior and Human Decision Processes*, vol. 50, no. 2, pp. 179-211.
- Baillargeon, J.C.L. (2003), "Product-country images in the Argentine setting: an analysis of animosity and admiration", MBA dissertation, Carleton University, Ottawa.
- Berbel-Pineda, Juan & Palacios, Beatriz & Roldán, Luna & Ramírez-Hurtado, José. (2018). Relation of Country-of-Origin Effect, Culture, and Type of Product with the Consumer's Shopping Intention: An Analysis for Small- and Medium-Sized Enterprises. *Complexity*. 2018. 1-12. 10.1155/2018/8571530.
- Bhakar, Sher & Bhakar, Shailja. (2013). RELATIONSHIP BETWEEN COUNTRY OF ORIGIN, BRAND IMAGE AND CUSTOMER PURCHASE INTENTIONS. *Far East Journal of Psychology and Business*.
- Davies, J., Foxall, G. R., & Pallister, J. (2002). Beyond the intention-behaviour mythology: An integrated model of recycling. *Marketing Theory*, 2(1), 29-113
- Diamantopoulos, A., Schlegelmilch, B. and Palihawadana, D. (2011). "The relationship between country-of-origin image and brand image as drivers of purchase intentions : A test of alternative perspectives", *International Marketing Review*, Vol. 28 No. 5, pp. 508-524. <https://doi.org/10.1108/0265133111167624>
- Ferdinand, Augusty. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro. Semarang.
- Gardner, D.M., Johnson, F., Lee, M. and Wilkinson, I. (2000). "A contingency approach to marketing hightechnology products", *European Journal of Marketing*, Vol. 34 Nos 9/10, pp. 1053-77.
- Hassan, M Sabeeh. (2018). Country of Origin's Consideration and Its Influence on Buying Behavior of Pakistani Consumer the Electronic Products from China Available at SSRN:

- <https://ssrn.com/abstract=3130155>
or
<http://dx.doi.org/10.2139/ssrn.3130155>
- Hien, N.N., Phuong, N.N., Tran, T.V., & Thang, L.D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10, 1205-1212.
- Hien, N.N., Phuong, N.N., Tran, T.V., & Thang, L.D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10, 1205-1212.
- Islam, T. and Hussain, M. (2022). "How consumer uncertainty intervene country of origin image and consumer purchase intention? The moderating role of brand image", *International Journal of Emerging Markets*, Vol. ahead-of-print No. ahead-of-print.
<https://doi.org/10.1108/IJOEM-08-2021-1194>
- Jin, Naehyun Paul & Line, Nathaniel &Merkebu, Jerusalem. (2015). The Impact of Brand Prestige on Trust, Perceived Risk, Satisfaction, and Loyalty in Upscale Restaurants. *Journal of Hospitality Marketing & Management*. 25. 150629085612009. 10.1080/19368623.2015.1063469.
- Kim, N., Chun, E., & Ko, E. (2017). Country of origin effects on brand image, brand evaluation, and purchase intention: A closer look at Seoul, New York, and Paris fashion collection. *International Marketing Review*, 34, 254-271.
- Kotler, Philip and Kevin Lane Keller (2016). *Marketing Management*, 15th Edition, Pearson Education, Inc.
- Mitchell, V.W. and Papavassiliou, V. (1999). Marketing causes and implications of consumer confusion, *Journal of Product and Brand Management*, Vol. 8 No. 4, pp. 319-39.
<https://doi.org/10.1108/10610429910284300>.
- Shiu, Edward & Walsh, Gianfranco & Hassan, Louise & Shaw, Deirdre. (2011). Consumer Uncertainty, Revisited. *Psychology and Marketing*. 28. 584 - 607. 10.1002/mar.20402.
- Souiden, Nizar & Pons, Frank & Mayrand, Marie-Eve. (2011). Marketing high-tech products in emerging markets: The differential impacts of country image and country-of-origin's image. *Journal of Product & Brand Management*. 20. 356-367. 10.1108/10610421111157883.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Tjiptono, Fandy & Chandra, Gregorius. (2016). *Service, Quality & Satisfaction*.
- Wicaksono (2007). *Perilaku Konsumen*. Jakarta: PT Indeks.
- Yu, Chih-Ching & peijou, Lin & Chen, Chun-Shuo. (2013). How brand image, country of origin, and self-congruity influence internet users' purchase intention. *Social Behavior and Personality: an international journal*. 41. 10.2224/sbp.2013.41.4.599.
- Yudhistria. (2022). *5 Merek HP Terbaik & Terlaris di 2023 (Versi IDC & Canalys)*. Retrieved from <https://www.bhinneka.com/blog/merk-hp-terbaik/>.
- Zhang, Min & Qin, Fang & Wang, Alan & Luo, Cheng. (2019). The impact of live video streaming on online

purchase intention. The Service
Industries Journal. 40. 1-26.
10.1080/02642069.2019.1576642.