



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Lin, L.-Y., & Chen, C.-S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*.
- Abdurachman, A. (2018, 02 14). *Deretan Mobil Cina yang Pernah Menginvasi Indonesia*. Retrieved from <https://www.liputan6.com/otomotif/read/3282852/deretan-mobil-cina-yang-pernah-menginvasi-indonesia>
- Allred a , A., Chakraborty, G., & Stephe. (1999). *Measuring Images of Developing Countries: A Scale Development Study*. Routledge.
- Bachdar, S. (2018, April 24). *Merek Mobil Jepang Mana yang Paling Dicari Konsumen Secara Online?* Retrieved from <http://marketeers.com/merek-mobil-jepang-mana-yang-paling-dicari-konsumen-secara-online/>
- Bannister, J., & Saunders, J. (1978). *UK Consumers' Attitudes Towards Imports: The Measurement of National Stereotype Image*. *European Journal of Marketing*.
- Becken, S., Jin, X., Zhang, C., & Gao, J. (2016). Urban air pollution in China: risk perceptions and destination image. *Journal of Sustainable Tourism*.
- Besra, E., Kartini, D., & Hasan, M. (2015). The Role Of Retail Image And Customer Trust On Purchase Intention Of Private Label Product. *International Journal of Scientific & Technology Research*.

- Bettman, J. R. (1973). Perceived Risk and Its Components: A Model and Empirical Test. *Journal of Marketing Research*.
- Bevan, A., Estrin, S., & Meyer, K. (2003). Foreign investment location and institutional development in transition economies. *International Business Review*.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention. *Online Information Review*.
- Conchar, M., Zinkhan, G., Peters, C., & Olavarrieta, S. (2004). An integrated framework for the conceptualization of consumers' perceived-risk processing. *Journal of the Academy of Marketing Science*.
- Cordell, V. V. (1992). Effects of consumer preferences For foreign sourced products. *Journal of International Business Studies*.
- Dahlstrom, R., & Nygaard, A. (1995). An Exploratory Investigation of Interpersonal Trust in New and Mature Market Economies. *Journal of Retailing*.
- Esmailpour, F., & Abdolvand, M. A. (2016). The impact of country-of-origin image on brand loyalty: Evidence from Iran. *Asia Pacific Journal of Marketing and Logistic*.
- Farhana, K. (2015, Oktober 09). 4 Alasan Kenapa Cina Jadi Negara yang Sukses. Retrieved from <https://www.bintang.com/success/read/2336771/4-alasan-kenapa-cina-jadi-negara-yang-sukses>
- Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: a perceived risk facets perspective. *International Journal of Human Computer*

Studies.

Galiartha, G. (2017, Oktober 18). *Wuling vs stigma produk China*. Retrieved from <https://otomotif.antaranews.com/berita/659331/wuling-vs-stigma-produk-china>

Gosta, D. R. (2016, April 21). *China Produsen Produk Manufaktur Nomor Satu Dunia*. Retrieved from <http://industri.bisnis.com/read/20160421/257/540425/china-produsen-produk-manufaktur-nomor-satu-dunia>

Hakimi, H., Kamalrudin, M., Sidek, S., & Akmal, S. (2018). Trust Requirements Model for Developing Acceptable Autonomous Car. *Journal od Electrical and Electronic Engineering*.

Han, C. M. (1989). Country Image: Halo or Summary Construct. *Journal of Marketing Research*.

Hanif, R. (2016, 01 26). *Ini Penyebab Penjualan Mobil Ford di Indonesia Terus Merosot Hingga Tutup*. Retrieved from Autonetmagz: <https://autonetmagz.com/ini-penyebab-penjualan-mobil-ford-di-indonesia-terus-merosot-hingga-tutup/38625/>

Iman, M. (2016, Januari 31). *Kisah frustrasi jenama otomotif AS di Indonesia*. Retrieved from <https://beritagar.id/artikel/otogen/kisah-frustrasi-jenama-otomotif-as-di-indonesia>

Jimenez, & Martin. (2012). Emerign Markets Commerce: The Role of Country of Origin and Animosity in Purchase Intention. *International of Business and*

Management.

Jimenez, N. H., & Martin, S. S. (2010). The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity. *International Business Review*.

Jimenez, N., & Martin, S. (2016). The central role of the reputation of country-of-origin firms in developing markets. *Journal of Business & Industrial Marketing*.

Jimenez, N., & Martin, S. S. (2014). The mediation of trust in country-of-origin effects across countries. *Cross Cultural Management*.

Josiassen, A., & Assaf, A. (2010). Country-of-origin contingencies: their joint influence on consumer behaviour. *Asia Pacific Journal of Marketing and Logistic*.

Katadata, T. R. (2016, 08 10). *Potret, Tantangan dan Peluang Industri Otomotif Indonesia*. Retrieved from <https://katadata.co.id/infografik/2016/08/10/potret-tantangan-dan-peluang-industri-otomotif-indonesia/1>

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). England: Pearson Education. Retrieved from www.pearsonglobaleditions.com

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*.

Lee, D., & Ganesh, G. (1999). Effects of partitioned country image in the context of brand image and familiarity: A categorization theory perspective.

International Marketing Review.

Leeraphong, & Mardjo. (2013). Trust and Risk in Purchase Intention through Online Social Network: A Focus Group Study of Facebook in Thailand.

Li, D., Wang, C. L., Jiang, Y., Barnes, B. R., & Zhang, H. (2014). The asymmetric influence of cognitive and affective country image on rational and experiential purchases. *European Journal of Marketing.*

Li, Z. G., Fu, S., & Murray, W. L. (1998). Country and Product Image: The perceptions of Consumers in the People's Republic of China. *Journal of International Consumer Marketing.*

Malhotra, N. K. (2010). Marketing Research: An Applied Orientation. Pearson Global Edition.

Martin, I. M., & Eroglu, S. (1993). *Measuring a multi-dimensional construct: Country Image.* California: Journal of Business Research.

Menperin. (2018, 03 05). *Industri Otomotif Berkontribusi Besar Bagi Ekonomi Nasional.* Retrieved from

<http://www.kemenperin.go.id/artikel/17466/Industri-Otomotif-Berkontribusi-Besar-Bagi-Ekonomi-Nasional>

Michaelis, M., Woisetschlager, D. M., Backhaus, C., & Ahlert, D. (2008). The effects of country of origin and corporate reputation on initial trust: An experimental evaluation of the perception of Polish consumers. *International Marketing Review.*

Mitchel, V.-W. (1998). A role for consumer risk perceptions in grocery retailing.

British Food Journal.

- Morey, B. (2016, 11 17). *The Chinese Automotive Industry – Opportunities in Diversity*. Retrieved from <https://advancedmanufacturing.org/chinese-automotive-industry-opportunities-diversity/>
- Muliana, V. A. (2018, January 06). *China dan AS Jadi Penyumbang Terbesar Pertumbuhan Ekonomi Global*. Retrieved from liputan6: <https://www.liputan6.com/bisnis/read/3217339/china-dan-as-jadi-penyumbang-terbesar-pertumbuhan-ekonomi-global>
- Nagashima, A. (1970). A Comparison of Japanese and U. S. Attitudes toward Foreign Products. *Journal of Marketing, Vol. 34*, pp. 68-74.
- Nayazri, M. G. (2018, 04 08). *Sekelumit Soal Warna Mobil dan Harga Jual Kembali*. Retrieved from <https://otomotif.kompas.com/read/2018/04/08/160200315/sekelumit-soal-warna-mobil-dan-harga-jual-kembali>
- Paidi, Sucherly, Kaltum, U., & Helmi, A. (2018). Image of Indonesia life insurance companies by their client's trust. *Academy of Strategic Management Journal*.
- Park, J., Lennon, S. J., & Stoel, L. (2005). On-line product presentation: Effects on mood, perceived risk, and purchase intention. *Psychology & Marketing*.
- Phaiboonudomkarn, B., & Josiassen, A. (2014). Attracting consumers in the thriving cosmeceuticals market: A new innovation breakthrough. *Strategic Direction*.
- Phar, J. M. (2005). Synthesizing Country of Origin Research from the Last Decade: Is the concept Still Salient in an Era of Global Brand. *Journal of marketing*

Theory and Practice.

- Rahadiansyah, R. (2017, Juli 12). *Profil Mobil Pertama Wuling yang Diproduksi di Indonesia*. Retrieved from <https://oto.detik.com/mobil/d-3557467/profil-mobil-pertama-wuling-yang-diproduksi-di-indonesia>
- Rasmusen, E. (2008). A Model of Trust in Quality and North-South Trade. *Business Economics and Public Policy*.
- Rezaei, S., Shahijan, M. K., Rahimi, R., & Ismail, W. K. (2016). Experienced international business traveller's behaviour in Iran: A partial least squares path modelling analysis. *Tourism and Hospitality Research*.
- Rezvani, S., Dehkordi, o. J., Rahman, M. S., Fouladivanda, F., Habibi, M., & Eghtebasi, S. (2012). A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention. *Asian Social Science, Vol. 8*.
doi:<http://dx.doi.org/10.5539/ass.v8n12p205>
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). England: Pearson Education. Retrieved from www.pearsonglobaleditions.com
- Simonian, M. A., Forsythe, S., Kwon, W. s., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Service*.
- Souiden, N., Pons, F., & Mayrand, M. E. (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*.
- Suprayoghie, A. I. (2011, Oktober 31). *Berkhayal Indonesia (yang Dinamis) Lima*

- Tahun Mendatang; Mungkinkah?* Retrieved from <https://www.kompasiana.com/agustanto.imam52/5509022fa33311ee452e3aa3/berkhayal-indonesia-yang-dinamis-lima-tahun-mendatang-mungkinkah>
- Tellis, G. J., Stremersch, S., & Yin, E. (2003). The International Takeoff of New Products: The Role of Economics, Culture, and Country Innovativeness. *Marketing Science*.
- Wang, C. L., Dongjin, L., Barnes, B. R., & Ahn, J. (2012). Country image, product image and consumer purchase intention: Evidence from an emerging economy. *International Business Review*.
- Woo, H., Jin, B., & Ramkumar, B. (2017). Utilizing country image and well-known products for less-known products: perspectives from a country with less-competitive country image. *Asia Pacific Journal of Marketing and Logistic*.
- Yudhistira, A. W. (2014, 10 09). *Selamat Tinggal Amerika, Ekonomi Cina Terbesar di Dunia*. Retrieved from <https://katadata.co.id/berita/2014/10/09/resmi-cina-salip-amerika-sebagai-ekonomi-terbesar-dunia>
- Zaenudin, A. (2017, November 17). *Ponsel 'Made in China': Dulu Dicaci, Kini Dicari*. Retrieved from <https://tirto.id/ponsel-039made-in-china039-dulu-dicaci-kini-dicari-cAaP>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business Research Methods. In E. Lowry (Ed.). South Western, Canada: Cengage Learning. Retrieved from www.cengageasia.com