

DAFTAR PUSTAKA

- Aghekyan-Simonian, M., Forsythe, S., Suk Kwon, W., & 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 Services*, 19(3), 325–331. <https://doi.org/10.1016/j.jretconser.2012.03.006>
- 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>
- Anwar, A., & Gulzar, A. (2011). *Impact of brand image, trust and affect on consumer brand extension attitude: The mediating role of brand loyalty*. *International Journal of Economics and Management Sciences*, 1(5), 73–79. Retrieved from <http://www.omicsonline.com/open-access/impact-of-brand-image-trust-and-affect-on-consumer-brand-extension-attitude-the-mediating-role-of-brand-loyalty-2162-6359-1-047.pdf?aid=17165>
- Batra, R., & Homer, P. M. (2004). *The situational impact of brand image beliefs*. *Journal of Consumer Psychology*, 14(3), 318–330. https://doi.org/10.1207/s15327663jcp1403_12
- Bhakar, S., Bhakar, S., & Bhakar, S. (2013). *Relationship Between Country of Origin , Brand Image and Customer Purchase Intentions*. *Far East Journal of Psychology and Business*, 10(2), 25–47.
- Bivainiene, L., & Sliburyte, L. (2008). *The Brand Image As An Element Of Brand Equity*. *Social Research*, 2(2), 22–31. Retrieved from http://www.su.lt/bylos/mokslo_leidiniai/soc_tyrimai/2008-12/bivainiene_sliburyte.pdf
- Bougie, & Sekaran. (2013). *Researcrh Methods For Business: A Skill Building Approach*. New York: John Wiley@ Sons.
- Delgado-Ballester, E. (2004). *Applicability of a brand trust scale across product categories*. *European Journal of Marketing*, 38(5/6), 573–592. <https://doi.org/10.1108/03090560410529222>
- Diamantopoulos, A., Schlegelmilch, B., & Palihawadana, D. (2011). *The relationship between country-of-origin image and brand image as drivers of purchase intentions: A test of alternative perspectives*. *International*

- Dinata, J. S., Kumadji, S., & Hidayat, K. (2015). *Country Of Origin dan pengaruhnya Terhadap Persepsi Kualitas dan Minat (Survei pada Calon Konsumen yang Berminat Membeli iPad di Indonesia)*. *Jurnal Administrasi Bisnis*, 25(1), 1–8.
- Eunju, K., Kim, K. H., & Zhang, H. (2012). *A Cross Cultural Study of Antecedents of Purchase Intention for Sports Shoes in Korea and China*. *Journal of Global Academy of Marketing Science*, 18(1), 157–177.
<https://doi.org/10.1080/12297119.2008.9707281>
- Ferdinand, A. (2005). *Metode Penelitian Manajemen* (2nd ed.). Semarang: Universitas Diponegoro.
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Ghalandari, K., & Norouzi, A. (2012). *The effect of country of origin on purchase intention: The role of product knowledge*. *Research Journal of Applied Sciences, Engineering and Technology*, 4(9), 1166–1171.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Universitas Diponegoro.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Semarang: Universitas Diponegoro.
- Jalilvand, M. R., & Samiei, N. (2012). *The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran*. *Marketing Intelligence and Planning*, 30(4), 460–476.
<https://doi.org/10.1108/02634501211231946>
- John, C. M., & Minor, M. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.
- Kotler, P. (2000). *Marketing Management* (Millennium). New Jersey: Prentice Hall Intl, Inc.
- Kotler, P. (2005). *Manajemen Pemasaran* (Jilid I da). Jakarta: PT. Indeks.
- Kotler, P. (2009). *Marketing Management*. London: Pearson Education Ltd.

- Kotler, P., & Armstrong, G. (2006). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2006). *Manajemen Pemasaran* (10th ed.; A. B. B. Molan, ed.). Jakarta: Indeks.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (13th ed.). Jakarta: Erlangga.
- Koubaa, Y. (2008). *Country of origin, brand image perception, and brand image structure*. *Asia Pacific Journal of Marketing and Logistics*, 20(2), 139–155. <https://doi.org/10.1108/13555850810864524>
- Krisjanti, W. M. N. (2007). *Evaluasi Pengaruh Country Of Origin, Merek, dan Harga Pada Pembelian Produk Susu Import*. *Journal*, 11(2), 1–11.
- Kwak, D. H., & Kang, J. H. (2009). Symbolic purchase in sport: The roles of self-image congruence and perceived quality. *Management Decision*, 47(1), 85–99. <https://doi.org/10.1108/00251740910929713>
- Lee, J. K., & Lee, W. N. (2009). *Country-of-origin effects on consumer product evaluation and purchase intention: The role of objective versus subjective knowledge*. *Journal of International Consumer Marketing*, 21(2), 137–151. <https://doi.org/10.1080/08961530802153722>
- Listiana, E. (2013). *Pengaruh Country Of Origin terhadap Perceived Quality Dengan Moderasi Etnosentris Konsumen*. *Journal of Management & Marketing Research*, 8(1), 25–51.
- Liu, S. S., & Johnson, K. F. (2005). The automatic country-of-origin effects on brand judgments. *Journal of Advertising*, 34(1), 87–97. <https://doi.org/10.1080/00913367.2005.10639183>
- Parkvithee, N., & Miranda, M. J. (2012). *The interaction effect of country of origin, brand equity and purchase involvement on consumer purchase intentions of clothing labels*. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 7–22. <https://doi.org/10.1108/13555851211192678>
- Permana, M. S., & Haryanto, J. O. (2014). *pengaruh country of origin, brand image dan persepsi kualitas terhadap intensi pembelian*. XVIII(03), 365–380.
- Phau, I., & Suntornnond, V. (2006). Dimensions of consumer knowledge and its impacts on Country of Origin effects among Australian consumers: A case of fast-consuming product. *Journal of Consumer Marketing*, 23(1), 34–42. <https://doi.org/10.1108/07363760610641145>

- Rubio, N., Oubiña, J., & Villaseñor, N. (2014). *Brand awareness-Brand quality inference and consumer's risk perception in store brands of food products*. *Food Quality and Preference*, 32(PC), 289–298. <https://doi.org/10.1016/j.foodqual.2013.09.006>
- Sabo, M., Kusá, A., Danechová, Z., & Findra, S. (2014). *Gender Differences in Purchasing Decision-Making Styles*. *European Journal of Science and Theology*, 10(5), 113–123.
- sangadji, E., M., & Sopiah. (2013). *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran (Jilid II)*. Jakarta: Erlangga.
- Shukla, P. (2011). *Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison*. *Journal of World Business*, 46(2), 242–252. <https://doi.org/10.1016/j.jwb.2010.11.002>
- Sugiyono. (2004). *Metode Penelitian Bisnis*. Bandung: ALFABETA.
- Sugiyono. (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: ALFABETA.
- Sugiyono. (2013). *Metodologi Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: ALFABETA.
- Swoboda, B., Pennemann, K., & Taube, M. (2012). *The Effects of Perceived Brand Globalness and Perceived Brand Localness in China: Empirical Evidence on Western, Asian, and Domestic Retailers*. *Journal of International Marketing*, 20(4), 72–95. <https://doi.org/10.1509/jim.12.0105>
- Terence, S. A. (2003). *Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran* (5th ed.; Terpadu, ed.). Jakarta: Erlangga.
- Terence, S. A. (2007). *Periklanan Promosi (Aspek Tambahan Komunikasi Pemasaran terpadu)*. Jakarta: Erlangga.
- Teo, P., Mohamad, O., & Ramayah, T. (2011). *Testing the dimensionality of Consumer Ethnocentrism Scale (CETSCALE) among a young Malaysian consumer market segment*. *African Journal of Business Management*, 5(7), 2805–2816. <https://doi.org/10.5897/AJBM10.1185>
- Tjiptono, F., & Chandra, G. (2012). *Pemasaran Strategik*. Yogyakarta: ANDI.
- Top Brand Award. 2014. “Bedak Wajah”. http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_for_teens_index_2014. Diakses 20 November 2018.

Top Brand Award. 2015. “Bedak Wajah”. http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_for_teens_index_2014. Diakses 20 November 2018

Top Brand Award. 2016. “Bedak Wajah”. http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_for_teens_index_2014. Diakses 20 November 2018

Top Brand Award. 2017. “Bedak Wajah”. http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_for_teens_index_2014. Diakses 20 November 2018

Top Brand Award. 2018. “Bed ak Wajah”. http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_for_teens_index_2014. Diakses 20 November 2018

Tülin, E., Joffre, S., & Ana, V. (2006). *Brands as Signals: A Cross-Country Validation Study*. *Journal of Marketing*, 70(January), 34–49.

Veloutsou, C., & Guzmán, F. (2017). *The evolution of brand management thinking over the last 25 years as recorded in the Journal of Product and Brand Management*. *Journal of Product and Brand Management*, 26(1), 2–12. <https://doi.org/10.1108/JPBM-01-2017-1398>

Wang, X., & Yang, Z. (2008). *Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies?* *International Marketing Review*, 25(4), 458–474. <https://doi.org/10.1108/02651330810887495>

Yasin, N. M., Noor, M. N., & Mohammad, O. (2007). *Does image of country-of-origin matter to brand equity?* *Journal of Product and Brand Management*, 16(1), 38–48. <https://doi.org/10.1108/10610420710731142>

<https://www.wanita.me/sejarah-kosmetik/>). Diakses pada tanggal 1 Desember 2018

<http://www.kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>. Diakses pada tanggal 5 Desember 2018

<http://www.cosmopolitan.co.id/article/read/8/2018/14570/20-bedak-terbaik-untuk-hasil-make-up-natural>. Diakses pada tanggal 5 Desember 2018