

BAB V

PENUTUP

Pada bab ini, peneliti akan memaparkan kesimpulan dan menyampaikan implikasi managerial dari penelitian yang telah dilakukan. Selain itu, peneliti juga akan menyertakan saran penelitian yang diperlukan pada peneliti lain.

5.1 Kesimpulan

Penelitian ini, meneliti mengenai niat beli konsumen pada produk peralatan elektronik rumah tangga bermerek Samsung, yang dipengaruhi oleh variabel citra negara asal dan menggunakan perantara variabel mediasi melalui citra merek dan evaluasi merek. Penelitian ini dilakukan di Indonesia dan menggunakan 143 responden, yang mempunyai profil sebagai berikut:

1. Awalnya, responden berjumlah 194 orang. Namun, terdapat 3 pertanyaan *filter*/ pertanyaan saringan, hal ini bertujuan untuk mendapatkan responden yang sesuai dengan kriteria yang dibutuhkan. Sehingga, hanya 143 responden yang berhasil untuk menjadi bagian dari sampel penelitian.
2. Mayoritas responden yang berkontribusi dalam penelitian ini berjenis kelamin perempuan dengan jumlah 92 orang atau sekitar 64.3% dari jumlah total responden.
3. Rata-rata responden yang menjadi subjek penelitian berumur dengan rentang 26 – 35 tahun (Generasi Milenial), dengan jumlah 47 responden atau 32.9% dari jumlah keseluruhan responden
4. Responden yang menjadi bagian dari penelitian mayoritas memiliki pekerjaan dalam kagetori lain-lain atau bukan pelajar/ mahasiswa, pegawai negeri sipil maupun wiraswasta, dengan jumlah 52 responden atau 36.4% dari jumlah keseluruhan responden

5. Mayoritas responden memiliki pendapatan/ uang saku perbulan dengan rata-rata Rp.2.500.001 – Rp. 4.000.000 dengan jumlah 56 responden atau sekitar 39.2% dari jumlah total responden.
6. Produk *air conditioner (AC)* merek Samsung merupakan produk dengan frekuensi terbanyak yang dimiliki oleh responden, dengan jumlah 81 unit. Untuk produk yang paling sedikit dimiliki adalah *Air Purifier* merek Samsung dengan jumlah 1 unit.

Dalam penelitian ini, terdapat 7 hipotesis penelitian yang digunakan, berikut merupakan hasil dari pengolahan data yang diperoleh:

1. Berdasarkan dari pengolahan data yang dilakukan bahwa, terdapat pengaruh pada citra negara asal terhadap citra merek yang signifikan positif (**H1 diterima**).
2. Hasil penelitian yang dilakukan oleh peneliti membuktikan bahwa, terdapat hubungan pada citra negara asal terhadap evaluasi merek yang signifikan positif (**H2 diterima**).
3. Pada pengolahan data yang dilakukan oleh peneliti, ditemukan bahwa citra negara asal tidak memiliki pengaruh signifikan terhadap niat beli (**H3 ditolak**).
4. Hasil yang didapatkan dari pengujian yang didapatkan oleh peneliti adalah terdapat pengaruh signifikan positif pada citra merek terhadap niat beli (**H4 diterima**).
5. Hasil yang didapatkan oleh peneliti adalah, evaluasi merek memiliki hubungan positif yang signifikan positif terhadap niat beli (**H5 diterima**).
6. Di dalam penelitian yang dilakukan, terdapat hubungan yang signifikan positif pada citra merek yang memediasi pengaruh citra negara asal terhadap niat beli yang bersifat mediasi *indirect-only* (**H6 diterima**).
7. Dalam hasil uji yang didapatkan oleh peneliti, dikatakan bahwa terdapat hubungan signifikan positif pada evaluasi merek dalam memediasi pengaruh

citra negara asal terhadap niat beli yang bersifat mediasi *indirect-only* (**H7 diterima**).

5.2 Implikasi Manajerial

Berdasarkan pada penelitian yang dilakukan, maka implikasi manajerial yang dapat diberikan adalah sebagai berikut:

1. Berdasarkan dari hasil pengujian hipotesis pertama, terdapat pengaruh signifikan dari citra negara asal terhadap citra merek. Nilai *mean* yang dihasilkan pada indikator ketujuh membuktikan bahwa dengan adanya anggapan responden dengan menilai Korea Selatan merupakan negara yang maju dengan menilai negara tersebut adalah negara dengan pemanfaatan teknologi yang tinggi, memiliki pendapatan ekonomi yang baik dan merupakan negara yang terpercaya pada produk-produk yang dihasilkan, akan dapat menumbuhkan kepercayaan pada citra dari merek-merek yang dihasilkan dari negara korea selatan. Hal ini juga termasuk pada segmentasi *home appliances* merek samsung. Dengan tingginya pandangan akan suatu negara maka dapat berpengaruh pula terhadap merek yang dihasilkan, dan dapat membantu meningkatkan pula citra merek yang dibentuk suatu negara pada persepsi konsumen. Sehingga, dengan memanfaatkan citra negara dapat berdampak pula integritas suatu merek.
2. Dalam hipotesis kedua, terdapat pengaruh signifikan pada variabel citra negara asal terhadap evaluasi merek, hal tersebut juga didukung dari adanya persepsi konsuen yang beranggapan bahwa perusahaan yang berasal dari Korea Selatan memiliki kesempatan dan peluang yang tinggi untuk dapat bersaing secara produk yang tinggi, hal ini dapat terjadi karena adanya pengaruh hasil *mean* yang tinggi pada kreatifitas produksi. Yang menyebabkan produk-produk dari negara Korea Selatan tergolong pada produk yang baik, sehingga untuk menciptakan kepercayaan pada produk, perusahaan Samsung harus selalu sigap untuk selalu berinovasi

melalui keunggulan produk (*competitive advantage*), agar produk *home appliances* samsung dapat terus menjadi oleh konsumen lebih lagi.

3. Dalam hipotesis ketiga, citra merek memiliki pengaruh signifikan terhadap niat beli, nilai *mean* tertinggi dalam variabel citra merek adalah pada indikator pertama, yaitu *Samsung home appliances* memiliki kualitas merek yang tergolong tinggi, dapat dikatakan bahwa dengan adanya citra merek yang baik dari perusahaan Samsung maka juga akan berakibat dengan keinginan konsumen terhadap produk tersebut dan dapat berakibat pada perekomendasi yang dilakukan oleh konsumen terhadap orang-orang disekitarnya. Sehingga perusahaan Samsung, harus selalu memperhatikan setiap pergerakan yang akan mereka buat, agar citra merek yang telah terbentuk dapat terus terjaga dan selaluterlihat baik di publik dan pasar.
4. Dalam hipotesis ke empat, didapatkan variabel evaluasi merek memiliki hubungan yang signifikan terhadap niat beli, hasil nilai *mean* dari evaluasi merek menunjukkan bahwa dengan adanya indikator samsung merupakan merek yang berguna dalam sehari-hari maka akan dapat berakibat adanya keinginan konsumen untuk melakukan pembelian dengan fungsi-fungsi produk yang dihasilkan, sehingga perusahaan harus dapat selalu sadar dan peka akan permintaan pasar dan terus meningkatkan fitur-fitur yang sudah ada, sehingga produk yang dihasilkan oleh Samsung dapat terus relevan dan dapat memenuhi kebutuhan konsumennya.
5. Terdapat pengaruh hubungan citra merek yang memediasi pengaruh dari citra negara asal terhadap niat beli, dengan adanya hubungan dari citra merek yang dianggap memiliki kualitas dan citra yang baik, maka dapat pula berpengaruh dari adanya anggapan negara yang memiliki gengsi tinggi dan tergolong kedalam negara maju, maka akan dapat mempengaruhi pola konsep berpikir calon konsumen untuk melakukan keputusan pembelian. Dengan melakukan selalu menjaga reputasi dan meningkatkan citra merek yang dimiliki, konsumen dapat semakin yakin

untuk melakukan pembelian sebuah produk yang menjadi dominasi di pasar.

6. Terdapat pengaruh evaluasi merek yang memediasi citra negara asal terhadap niat beli, melalui adanya pengevaluasian merek dari konsumen yang dapat dinyatakan puas maka pada sebuah negara, akan berpengaruh pula pada produk/merek, yang dapat meningkatkan *interest* pada produk yang ditawarkan. Melalui konsistensi pengembangan nilai guna sebuah produk, ketertarikan (*USP*) yang ditonjolkan oleh perusahaan Samsung, maka akan dapat meningkatkan niat pembelian sebuah produk.

5.3 Keterbatasan Penelitian

Dalam penelitian ini, masih terdapat beberapa kelemahan. Seperti adanya penggunaan kata yang memiliki arti ganda/ ambigu pada indikator variabel Citra Merek ke-enam yaitu “Samsung home appliances merupakan merek yang memiliki kinerja stabil di pasar peralatan elektronik rumah tangga”. Sehingga, beberapa responden yang menjadi subjek pada penelitian ini merasa kurang paham, inti dari pertanyaan yang dimaksud.

Selain itu, terdapat hasil interpretasi demografis responden yang masih bias. Yang dikarenakan peneliti tidak mencantumkan pertanyaan frekuensi seberapa sering responden yang hanya menggunakan dan jumlah frekuensi responden yang pernah melakukan pembelian Samsung *Home Appliances*. Disamping itu, peneliti juga tidak memberikan variasi jawaban pada section pekerjaan, dimana peneliti hanya mencantumkan pekerjaan Mahasiswa/ Pelajar, Pegawai Negeri Sipil, Wiraswasta dan Lain-lain . Sehingga, jangkauan dari pilihan jawaban responden terlalu sempit, yang membuat hasil menjadi bias.

Lalu, terdapat nilai *r-square* pada variabel citra merek sebesar 0.187 yang menandakan bahwa variabel tersebut memiliki akurasi model struktur yang lemah. Pada variabel yang sama (citra merek), terdapat nilai *prediction relevance (q-square)*

yang dimiliki peneliti tergolong kedalam kapabilitas prediksi yang lemah, dimana q -*square* pada variabel citra merek menghasilkan sebesar 0.093, sehingga dapat diasumsikan bahwa citra merek pada *home appliances* merek samsung pada penelitian ini kurang memiliki hasil yang maksimal.

5.4 Saran Penelitian Kedepannya

Berdasarkan kelemahan dari penelitian yang telah dilakukan, maka peneliti memberikan saran sebagai berikut:

1. Agar mencegah timbulnya pertanyaan dan kebingungan pada responden yang mengisi kuesioner, peneliti selanjutnya diharapkan untuk memilah-milah kata yang tepat untuk tiap pertanyaan yang disajikan, sehingga tiap kata/ kalimat yang digunakan dapat mudah dimengerti oleh responden.
2. Untuk mendapatkan hasil interpretasi demografis responden yang lebih baik, disarankan peneliti berikutnya dapat lebih memperhatikan variasi pertanyaan pada “*section* demografis responden”, seperti menambahkan pertanyaan responden yang hanya pernah melakukan “Pemakaian Samsung *Home Appliances*”, atau responden yang hanya pernah melakukan “Pembelian Samsung *Home Appliances*” ataupun responden yang pernah melakukan “Pembelian dan Pemakaian Samsung *Home Appliances*”, sehingga hasil interpretasi data yang diperoleh akan lebih baik, dan mengetahui seberapa besar tingkat presentase ketertarikan responden pada produk Samsung *Home Appliances*.
3. Untuk hasil interpretasi pekerjaan responden yang lebih baik, sebaiknya peneliti berikutnya dapat menambahkan variasi jawaban yang bermacam-macam, seperti Wirausaha, Ibu Rumah Tangga, Tenaga Pendidik dan pekerjaan yang lainnya. Sehingga, responden dapat memilih dengan leluasa.
4. Dikarenakan terdapat nilai yang rendah pada *predictive relevance (r-square)* pada variabel citra merek, dapat disimpulkan bahwa sangat besar kemungkinan pengaruh dari variabel lain. Sehingga, disarankan peneliti

selanjutnya dapat menggunakan variabel eksogen lain untuk menghasilkan nilai *r-square* yang lebih tinggi, seperti variabel Harga, Promosi, *E-WOM*, *Brand Awareness* ataupun variabel lainnya.

5. Kepada peneliti selanjutnya, dikarenakan *q-square* variabel citra merek yang dihasilkan memiliki prediksi yang lemah. Jika ingin menggunakan merek Samsung sebagai object penelitian di wilayah Indonesia, dapat menggunakan product *smartphone*. Yang dimana produk tersebut, lebih *familiar* dikalangan masyarakat Indonesia, hal tersebut juga berlaku pada objek penelitian lainnya, dimana produk dengan merek yang lebih terkenal di lingkungan tertentu, dapat menghasilkan nilai *q-square* yang tinggi.



DAFTAR PUSTAKA

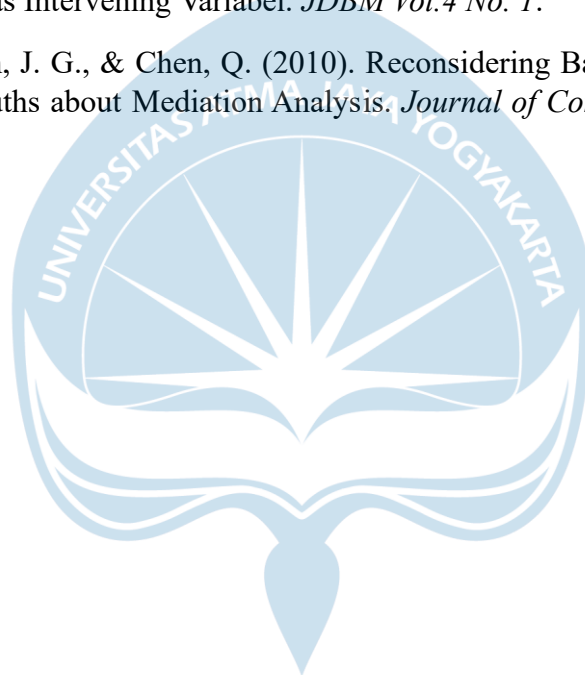
- Aaker, D. (2012). *Manajemen Ekuitas Merek, Manfaat Nilai Suatu Merek*. Jakarta: Mitra Utama.
- Adenan, M. A., Ali, J. K., & Rahman, D. H. (2018). Country of Origin, Brand Image and High Involvement Products Towards Customer Purchase Intention: Empirical Evidence of East Malaysian Consumer. *Jurnal Manajemen dan Kewirausahaan*.
- Ang, C. (2022, Oktober 22). *The Top 100 Most Valuable Brands in 2022*. Diambil kembali dari Visual Capitalist: <https://www.visualcapitalist.com/top-100-most-valuable-brands-in-2022/>
- Annur, C. M. (2023, Maret 8). *Bukan Hanya Hemat Listrik, Ini Pertimbangan Konsumen Indonesia Saat Memilih Merek AC*. Diambil kembali dari Databoks: <https://databoks.katadata.co.id/datapublish/2023/03/08/bukan-hanya-hemat-listrik-ini-pertimbangan-konsumen-indonesia-saat-memilih-merek-ac>
- Annur, C. M. (2023, Maret 3). *Sharp Puncaki Daftar Merek Kulkas Paling Banyak Digunakan Konsumen di Indonesia*. Diambil kembali dari Databoks: <https://databoks.katadata.co.id/datapublish/2023/03/03/sharp-puncaki-daftar-merek-kulkas-paling-banyak-digunakan-konsumen-di-indonesia>
- Charkaborty, U. (2019). The Impact of Source Credible Online Reviews on Purchase Intention: The Mediating Roles of Brand Equity Dimension. *Journal of Research in Interactive Marketing*.
- Chernev, A. (2020). *Strategic Brand Management, 3rd Edition*. Northwestern: Cerebellum Press.
- Darwin, M., Mamondol, M. R., Sormin, S. A., Nurhayati, Y., Tambunan, H., Sylvia, D., . . . Gebang, A. A. (2021). *Metode Penelitian Pendekatan Kuantitatif*. Bandung: Media Sains Indonesia dan Penulis.
- Espindola, J. I. (2020). *Country Image and Brand Image : The Effects "country Image" and "Brand Image" on Luxury Products*. Scientia Scripts.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang: BP Universitas Diponegoro.
- Frequently Asked Question: Top Brand Award*. (t.thn.). Diambil kembali dari Top Brand Award: <https://www.topbrand-award.com/faq-top-brand-award>

- Ghozali, I. (2018). *Aplikasi analisis Multivariate dengan Program IBM SPSS 25 (9th ed.)*. Semarang: Universitas Diponegoro Semarang.
- Ghozali, I., & Latan, H. (2015). *Partial Least Square (Konsep, Teknik dan Aplikasi) (2nd ed.)*. Semarang: Universitas Diponegoro Semarang.
- Hair, J. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis. 7th Edition*. New York: Pearson.
- Hair, Jr., J., Black, W. C., Babin, B., & Anderson, R. (2019). *Multivariate Data Analysis. 8th Edition*. Andover: Cengage Learning, EMEA.
- Hardani. (2020). *Metode Penelitian Kualitatif dan Kuantitatif*. Yogyakarta: Pustaka Ilmu.
- Hien, N. N., Phuong, N. N., Tran, T. V., & Thang, L. D. (2019). The Effect of Country-of-Origin Image on Purchase Intention: The Mediating Role of Brand Image and Brand Evaluation. *Management Science Letters*, 1205 - 1212.
- Huang, K. P., Wang, Y. K., & Cheng, S. (2019). Brand Evaluation, Animosity, Ethnocentrism and Purchase Intention: A Country of Origin Perspective. *International Journal of Organizational Innovation Vol 12*.
- Hussein, A. S. (2015). *Penelitian Bisnis dan Manajemen Menggunakan Partial Least Square (PLS) dengan SmartPLS 3*. Malang: Universitas Brawijaya.
- Interbrand. (2023). *Best Global Brand*. Diambil kembali dari Interbrand: <https://interbrand.com/best-brands/>
- Jaffe, E. D., & Nebenzahl, I. D. (2006). *National Image & Competitive Advantage: The Theory and Practice of Place Branding*. Frederiksberg: Copenhagen Business School Press.
- Jill, G. (2012). *Loyalitas Pelanggan: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.
- Kim, N., Chun, E., & Ko, E. (2017). Country of Origin Effects on Brand Image, Brand Evaluation, and Purchase Intention. *International Marketing Review, Vol. 34 Issue: 2*, 254 - 271.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing*. Harlow: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management. 15 Edition*. New Jersey: Pearson Prentice Hall, Inc.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management, 4th European Edition*. Pearson Education.

- Kurious. (2023). *Top Brand Survey : Home AppliancesTV & Mesin Cuci*. Indonesia: Kurious.
- Kusnandar, V. B. (2022, November 8). *Pertumbuhan Tahunan PDB Indonesia Berdasarkan Komponen Pengeluaran (Kuartal III-2022)*. Diambil kembali dari Databoks: <https://databoks.katadata.co.id/datapublish/2022/11/08/konsumsi-rumah-tangga-topang-pertumbuhan-pdb-kuartal-iii-2022>
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring Customer-Based Brand Equity. *Journal of Consumer Marketing* 12 (4), 11 - 19.
- Lie, C. L., & Bernarto, I. (2019). The Effect of Country of Origin, Perceived Quality, and Brand Image on the Purchase Intention of Etude House Cosmetics. *Business and Management Horizons*.
- Listiana, E. (2013). Pengaruh Country of Origin terhadap Perceived Quality dengan Moderasi Etnosentris Konsumen. *Jurnal Administrasi Bisnis*.
- Mcpheron, A. (2021). *Growing Your Business: Brand Image and The Secret to Success: How to Use Images to Grow Influence*. New York: Independently Published.
- Muhammad, H. (2022, November 9). *Potensi Bisnis Perlengkapan Rumah Tangga di Tanah Air*. Diambil kembali dari Republika: <https://tekno.republika.co.id/berita/rl35ja380/potensi-bisnis-perengkapan-elektronik-rumah-tangga-di-tanah-air>
- Muhson, A. (2022). *Analisis Statistik dengan SmartPLS : Path Analysis, Confirmatory Factor Analysis & Structural Equation Modeling*. Yogyakarta: Universitas Negeri Yogyakarta.
- Mujahidah, A. S., & Tan, P. H. (2021). The Influence of Country of Origin Image, Brand Evaluation, and Brand Evaluation on Purchase Intention Towards Nike Brand in Jabodetabek. *Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi*, 229 - 241.
- Murtiasih, S., Sucherly, S., & Siringoringo, H. (2014). Impact of Country of Origin and Word of Mputh on Brand Equity. *Marketing Intellegence & Planning*, 32(5), 616 - 629.
- Mutia, A. (2022, Oktober 11). *Korsel Jadi Negara Paling Inovatif se-Asia, RI kalah dari Thailand dan Malaysia*. Diambil kembali dari Databoks: <https://databoks.katadata.co.id/datapublish/2022/10/11/korsel-jadi-negara-paling-inovatif-se-asia-ri-kalah-dari-thailand-dan-malaysia>

- Prabowo, P. K., Brahmasari, I. A., & Suryani, T. (2019). The Effect of Country of Origin on Brand Image, Perceived Quality, and Purchase Intention of Hydraulic Excavator for Limestone Quarry in East Java Indonesia. *Archive of Business Research - Vol.7, No.12*, 83-98.
- Puzakova, M., Kwak, H., & Rocereto, J. F. (2013). When Humanizing Brands Goes Wrong: The Detrimental Effect of Brand Anthropization Amid Product Wrongs. *Journal of Marketing* 77 (3), 81 - 100.
- Ratnasari, N. D. (2022, Mei 14). *11 Merk Elektronik Terbaik untuk Rumah Tangga*. Diambil kembali dari Pinhome: <https://www.pinhome.id/pinhome-home-service/insight/merk-elektronik-terbaik/>
- Samsung Electronics Co., Ltd. (2023, Februari 22). Pengakuan Atas Keunggulan Inovasi: Samsung Memimpin Pasar TV Global Selama 17 Tahun Berturut-turut. Seoul, Korea Selatan. Diambil kembali dari Samsung Newsroom Indonesia: <https://news.samsung.com/id/pengakuan-atas-keunggulan-inovasi-samsung-memimpin-pasar-tv-global-selama-17-tahun-berturut-turut>
- Sasongko, D. (2020, September 17). *Mendorong Konsumsi Dalam Negeri Untuk Pertumbuhan Ekonomi Nasional : "Belanja Lancar, Ekonomi Berputar"*. Diambil kembali dari Kementerian Keuangan Republik Indonesia: <https://www.djkn.kemenkeu.go.id/artikel/baca/13393/Mendorong-Konsumsi-Dalam-Negeri-untuk-Pertumbuhan-Ekonomi-Nasional-Belanja-Lancar-Ekonomi-Berputar.html>
- Schlinder, P. (2021). *Business Research Methods, 14th Edition*. Wittenburg: McGraw-Hill Higher Education (International).
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill Building Approach, 8th edition*. Wiley.
- Sharma, A., Tripathy, S., & Chauhan, D. (2022). An Empirical Study in India: The Influence of Electronic Word of Mouth of Brand Image on Consumer Purchase Intention. *International Research Journal of Modernization in Engineering Technology and Science*.
- Siriani, N. J., Bitner, M. J., Brown, S. W., & Mandel, N. (2013). Branded Service Encounters : Strategically Aligning Employee Behavior with the Brand Positioning. *Journal of Marketing*, 108 -123.
- Sitoyo, S., & Sodik, M. A. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.

- Sugiyono. (2019). *Statistika untuk Penelitian*. Bandung: Alfabeta.
- Sweeney, J., & Soutar, G. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale. *Journal of Retailing*, 203 -220.
- Tjiptono, F. (2015). *Strategi Pemasaran*. Yogyakarta: Andi.
- Wardani, P. E., & Nugraha, A. K. (2022). The Influence of Brand Ambassador, Country of Origin and Brand Image on Purchase Decision of Skincare Products. *Asian Journal of Entrepreneurship Vol.3, No. 3*, 88 - 89.
- Wibowo, A. S., Rizan, M., & Febrilia, I. (2021). The Influence of Country of Origin and Brand Image on Purchase Intention of Oppo Smartphone with Perceived Quality as Intervening Variabel. *JDBM Vol.4 No. 1*.
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research*, 197 - 206.



LAMPIRAN





Lampiran 1 Surat Pengantar Kuesioner

SURAT PENGANTAR KUESIONER

Hal : Permohonan Pengisian Kuesioner Penelitian

Kepada :

Yth. Bapak/Ibu/Teman-teman

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini

Nama : Victor Kristanto
NPM : 190325068
Fakultas : Bisnis dan Ekonomika
Program Studi : Manajemen
Universitas : Atma Jaya Yogyakarta

Dengan ini, memohon kesediaan Bapak/Ibu/Teman-teman untuk berkenan membantu mengisi kuesioner terlampir yang merupakan bahan untuk penelitian skripsi saya, dengan judul “Pengaruh Citra Negara Asal Terhadap Niat Beli dengan Mediasi Citra Merek dan Evaluasi Merek (Studi Pada Samsung *Home Appliances*)”. Sebagai salah satu persyaratan kelulusan Sarjana (S1). Seluruh informasi yang diberikan oleh responden pada kuesioner ini hanya digunakan untuk kepentingan penelitian saja dan tidak akan disalahgunakan ataupun disebarluaskan.

Demikian surat permohonan ini saya buat, atas perhatian dan partisipasi Bapak/Ibu/Teman-teman dalam membantu kelancaran penelitian ini saya ucapkan terima kasih.

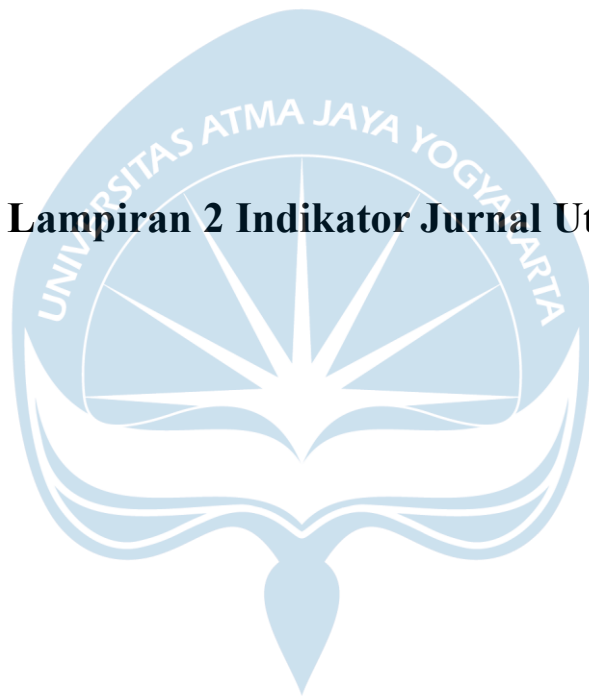
Yogyakarta, 3 April 2023

Hormat saya,



Victor Kristanto

Lampiran 2 Indikator Jurnal Utama



Construct	Measurement	Reference
Country of Origin Image	COI 1. This country is creative in production COI 2. The country's technology is high COI 3. The country's designs are beautiful COI 4. This country's professional skills are creative COI 5. This country has highly qualified worker COI 6. This is a prestigious country COI 7. This is an advanced country	Hien <i>et al.</i> , (2019)
Brand Image	BI 1. This brand's quality is high BI 2. This brand's feature are better than its competitor's one BI 3. This brand's characteristics can be distinguished from competitors BI 4. This brand does not disappoint its customers BI 5. It is one of the best brands in the industry BI 6. This brand is stable in the market	
Brand Evaluation	BE 1. I find this brand interesting BE 2. I find this brand good BE 3. I find this brand useful BE 4. I find this brand promising BE 5. I'm attracted to this brand	
Purchase Intention	PI 1. I will purchase this brand's product immediately PI 2. I will purchase this brand's product in the near future PI 3. I would like to own this brand's product PI 4. I'm confident of purchasing this brand's product regardless of time PI 5. I will introduce this brand's product to my friends	



“Pengaruh Citra Negara Asal Terhadap Niat Beli dengan Mediasi Citra Merek dan Evaluasi Merek (Studi Pada Samsung *Home Appliances*)”

A. Pertanyaan *Filter*

1. Apakah anda mengetahui Samsung *home appliances*?
 - a. Ya
 - b. Tidak
2. Menurut anda, dari manakah Samsung *home appliances* berasal?
 - a. Korea Selatan
 - b. Amerika Serikat
 - c. Indonesia
 - d. Jepang
3. Apakah anda pernah melakukan pembelian dan menggunakan Samsung *home appliances* selama minimal 1 kali dalam 2 tahun terakhir?
 - a. Ya
 - b. Tidak

B. Profil Responden

1. Jenis Kelamin :
 - a. Laki-laki
 - b. Perempuan
2. Usia :
 - a. 17 – 25 th
 - b. 26 – 35 th
 - c. 36 – 45 th
 - d. 46 – 55 th
 - e. >56 th
3. Pekerjaan :
 - a. Pelajar/Mahasiswa
 - b. Pegawai Negeri Sipil (PNS)
 - c. Wiraswasta
 - d. Lain -lain
4. Pendapatan / uang saku perbulan:
 - a. \leq Rp. 2.500.000
 - b. Rp. 2.500.001 – Rp 4.000.000
 - c. Rp. 4.000.001 – Rp 5.500.000

d. Rp. 5.500.001 – Rp 7.000.000

e. > Rp. 7.000.001

5. Produk Samsung home appliances yang dimiliki:

a. Kulkas

b. *Air Conditioner* (AC)

c. Mesin Cuci

d. *Vaccum Cleaner*

e. *Microwave*

f. Lainnya _____

C. Citra Negara Asal

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Korea selatan adalah negara yang kreatif dalam memproduksi barang.					
2.	Korea Selatan mempunyai teknologi yang canggih.					
3.	Korea Selatan mempunyai desain produk yang indah.					
4.	Korea Selatan memiliki tenaga kerja yang profesional dan kreatif.					
5.	Korea Selatan memiliki tenaga kerja yang berkualitas tinggi.					
6.	Korea Selatan adalah negara yang bergengsi.					
7.	Korea Selatan adalah negara maju.					

D. Citra Merek

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Samsung <i>home appliances</i> memiliki kualitas merek yang tinggi.					
2.	Samsung <i>home appliances</i> memiliki fitur yang lebih baik dibandingkan kompetitor lainnya.					
3.	Samsung <i>home appliances</i> mudah dibedakan dengan kompetitor lainnya.					
4.	Samsung <i>home appliances</i> tidak mengecewakan konsumennya.					

5.	Samsung <i>home appliances</i> merupakan salah satu merek terbaik di industri elektronik.					
6.	Samsung <i>home appliances</i> merupakan merek yang memiliki kinerja stabil di pasar peralatan elektronik rumah tangga.					

E. Evaluasi Merek

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Samsung <i>home appliances</i> adalah merek yang menarik..					
2.	Samsung <i>home appliances</i> adalah merek yang bagus.					
3.	Samsung <i>home appliances</i> adalah merek yang berguna dalam kehidupan sehari-hari.					
4.	Samsung <i>home appliances</i> adalah merek yang menjanjikan.					
5.	Saya tertarik dengan merek Samsung <i>home appliances</i> .					

F. Niat Beli

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya akan membeli produk <i>home appliance</i> merek Samsung dengan segera.					
2.	Saya akan membeli produk <i>home appliance</i> merek Samsung dalam waktu dekat.					
3.	Saya menginginkan produk <i>home appliances</i> merek Samsung.					
4.	Saya yakin akan membeli produk <i>home appliances</i> Samsung kapan saja.					
5.	Saya akan merekomendasikan produk <i>home appliances</i> merek Samsung pada teman-teman.					

Lampiran 4 Kuesioner Daring (Google Form)



SAMSUNG
Home Appliances

Kulkas | Mesin Cuci | AC | Microwaves
Vacum Cleaner | Air Purifier



Pengaruh Citra Negara Asal terhadap Niat Beli pada Samsung Home Appliances

Responden yang terhormat,

Perkenalkan saya Victor Kristanto (190325068), mahasiswa Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi saya dengan judul "Pengaruh Citra Negara Asal terhadap Niat Beli pada Samsung Home Appliances". Berkaitan dengan hal tersebut, saya memohon ketersediaan Saudara/i untuk mengisi kuesioner di bawah ini. Bantuan dari Saudara/i untuk mengisi kuesioner ini dengan jujur dan objektif, sangat berarti bagi penelitian yang sedang saya jalani.

Atas ketersediaan dan partisipasinya, saya ucapkan terima kasih.

vkristanto23@yahoo.com [Switch account](#)

Not shared

* Indicates required question

Apakah Anda mengetahui Samsung *home appliances*? *

*note : *home appliances* adalah peralatan rumah tangga (mis. Mesin Cuci, Kulkas, AC, dsb)

- Ya
 Tidak

Menurut Anda, dari manakah Samsung *home appliances* berasal? *

*note : *home appliances* adalah peralatan rumah tangga (mis. Mesin Cuci, Kulkas, AC, dsb)

- Korea Selatan
 Amerika Serikat
 Indonesia
 Jepang

Apakah Anda pernah melakukan pembelian dan menggunakan Samsung *home appliances* selama minimal 1 kali dalam 2 tahun terakhir? *

*note : *home appliances* adalah peralatan rumah tangga (mis. Mesin Cuci, Kulkas, AC, dsb)

- Ya
 Tidak

Profil Demografi Responden

Jenis Kelamin *

- Laki-laki
- Perempuan

Usia *

- 17 - 25 th
- 26 - 35 th
- 36 - 45 th
- 46 - 55 th
- ≥ 56 th

Pekerjaan *

- Pelajar/ Mahasiswa
- Pegawai Negeri Sipil
- Wiraswasta
- Lain - lain

Pendapatan / uang saku perbulan *

- ≤ Rp. 2.500.000
- Rp. 2.500.001 - Rp. 4.000.000
- Rp. 4.000.001 - Rp. 5.500.000
- Rp. 5.500.001 - Rp. 7.000.000
- > Rp. 7.000.000

Produk Samsung *home appliances* apa yang Anda miliki? *

*note : Responden dapat memilih lebih dari 1 produk

- Kulkas
- Air Conditioner (AC)
- Mesin Cuci
- Vacuum Cleaner
- Microwave
- Other: _____

Citra Negara Asal

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden.

Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

- 1 = STS (sangat tidak setuju)
- 2 = TS (tidak setuju)
- 3 = N (netral)
- 4 = S (setuju)
- 5 = SS (sangat setuju)

Korea selatan adalah negara yang kreatif dalam memproduksi barang *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Korea Selatan mempunyai teknologi yang canggih *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Korea Selatan mempunyai desain produk yang indah *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Korea Selatan memiliki tenaga kerja yang professional dan kreatif *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Korea Selatan memiliki tenaga kerja yang berkualitas tinggi *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Korea Selatan adalah negara yang bergengsi *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Korea Selatan adalah negara maju *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Citra Merek

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden.

Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

1 = STS (sangat tidak setuju)

2 = TS (tidak setuju)

3 = N (netral)

4 = S (setuju)

5 = SS (sangat setuju)

*note : *home appliances* adalah peralatan rumah tangga (mis. Mesin Cuci, Kulkas, AC, dsb)

Samsung *home appliances* memiliki kualitas merek yang tinggi *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Samsung *home appliances* memiliki fitur yang lebih baik dibandingkan kompetitor lainnya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Samsung *home appliances* mudah dibedakan dengan kompetitor lainnya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Samsung *home appliances* tidak mengecewakan konsumennya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Samsung *home appliances* merupakan salah satu merek terbaik di industri peralatan elektronik rumah tangga *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Samsung *home appliances* merupakan merek yang memiliki kinerja stabil di pasar peralatan elektronik rumah tangga *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Evaluasi Merek

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden.

Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

- 1 = STS (sangat tidak setuju)
- 2 = TS (tidak setuju)
- 3 = N (netral)
- 4 = S (setuju)
- 5 = SS (sangat setuju)

*note : *home appliances* adalah peralatan rumah tangga (mis. Mesin Cuci, Kulkas, AC, dsb)

Samsung *home appliances* adalah merek yang menarik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Samsung *home appliances* adalah merek yang bagus *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Samsung *home appliances* adalah merek yang berguna dalam kehidupan sehari-hari *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Samsung *home appliances* adalah merek yang menjanjikan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya tertarik dengan merek Samsung *home appliances* *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Niat Beli

Responden dimohon menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden.

Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

- 1 = STS (sangat tidak setuju)
- 2 = TS (tidak setuju)
- 3 = N (netral)
- 4 = S (setuju)
- 5 = SS (sangat setuju)

*note : *home appliances* adalah peralatan rumah tangga (mis. Mesin Cuci, Kulkas, AC, dsb)

Saya akan membeli produk *home appliance* merek Samsung dengan segera *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya akan membeli produk *home appliance* merek Samsung dalam waktu dekat *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya menginginkan produk *home appliances* merek Samsung *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya yakin akan membeli produk *home appliances* Samsung kapan saja *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya akan merekomendasikan produk *home appliances* merek Samsung pada teman-teman *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju



Lampiran 5 Hasil Pengisian Kuesioner

<i>Timestamp</i>	Apakah Anda mengetahui Samsung home appliances?	Menurut Anda, dari manakah Samsung home appliances berasal?	Apakah Anda pernah melakukan pembelian dan menggunakan Samsung home appliances selama minimal 1 kali dalam 2 tahun terakhir?	Jenis Kelamin	Usia	Pekerjaan	Pendapatan / uang saku perbulan	Produk Samsung home appliances apa yang Anda miliki?
4/6/2023 8:49	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Lain - lain	> Rp. 7.000.00	Mesin Cuci
4/6/2023 11:15	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	Rp. 5.500.001 - Rp. 7.000.000	Air Conditioner (AC), Mesin Cuci, Vaccum Cleaner, TV
4/6/2023 11:19	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Wiraswasta	> Rp. 7.000.000	Kulkas, Air Conditioner (AC), Mesin Cuci, Vaccum Cleaner
4/6/2023 11:30	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	> Rp. 7.000.000	Kulkas, Mesin Cuci
4/6/2023 11:44	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Air Conditioner (AC)
4/6/2023 11:52	Ya	Korea Selatan	Ya	Laki - laki	46 - 55 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC), Mesin Cuci
4/6/2023 11:53	Ya	Korea Selatan	Ya	Perempuan	≥ 56 th	Wiraswasta	Rp. 2.500.001 - Rp.	Kulkas, Mesin Cuci

							4.000.000	
4/6/2023 12:09	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Wiraswasta	> Rp. 7.000.000	Kulkas, Air Conditioner (AC)
4/6/2023 12:31	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/6/2023 12:36	Ya	Korea Selatan	Ya	Laki - laki	≥ 56 th	Wiraswasta	> Rp. 7.000.000	Kulkas, Air Conditioner (AC)
4/6/2023 12:37	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	\leq Rp. 2.500.000	Kulkas, Air Conditioner (AC), Mesin Cuci
4/6/2023 13:15	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	> Rp. 7.000.000	Kulkas, Air Conditioner (AC)
4/6/2023 13:40	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	\leq Rp. 2.500.000	Mesin Cuci
4/6/2023 16:11	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	\leq Rp. 2.500.000	Air Conditioner (AC)
4/6/2023 16:55	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	\leq Rp. 2.500.000	Microwave
4/6/2023 17:39	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/6/2023 22:34	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	> Rp. 7.000.000	Air Conditioner (AC), Mesin

								Cuci
4/6/2023 22:56	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, Mesin Cuci
4/7/2023 15:16	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Wiraswasta	> Rp. 7.000.000	Kulkas
4/7/2023 20:40	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, Air Conditioner (AC)
4/7/2023 22:10	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Kulkas, Air Conditioner (AC), Microwave
4/7/2023 23:15	Ya	Korea Selatan	Ya	Laki - laki	46 - 55 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/8/2023 12:54	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Air Conditioner (AC)
4/8/2023 13:04	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Kulkas, Air Conditioner (AC)
4/8/2023 13:17	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Microwave
4/8/2023 13:17	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Kulkas, Air Conditioner (AC),

4/8/2023 13:26	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas, Air Conditioner (AC)
4/8/2023 14:09	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Tv
4/8/2023 14:16	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Air Conditioner (AC)
4/8/2023 14:23	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Wiraswasta	> Rp. 7.000.000	Kulkas, Air Conditioner (AC), Mesin Cuci
4/8/2023 15:32	Ya	Korea Selatan	Ya	Laki - laki	46 - 55 th	Lain - lain	Rp. 5.500.001 - Rp. 7.000.000	Kulkas, Vaccum Cleaner
4/8/2023 15:38	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Kulkas
4/8/2023 15:52	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Wiraswasta	Rp. 5.500.001 - Rp. 7.000.000	Kulkas, Air Conditioner (AC), Mesin Cuci
4/8/2023 17:24	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/8/2023 20:11	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC), Mesin Cuci

4/9/2023 18:16	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Air Conditioner (AC)
4/9/2023 18:19	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 5.500.001 - Rp. 7.000.000	Kulkas, Air Conditioner (AC)
4/9/2023 18:21	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Pegawai Negeri Sipil	Rp. 4.000.001 - Rp. 5.500.000	Kulkas, Air Conditioner (AC), Mesin Cuci
4/9/2023 23:36	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas, Air Conditioner (AC)
4/10/2023 15:59	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Lain - lain	≤ Rp. 2.500.000	Kulkas, Air Conditioner (AC), Mesin Cuci
4/10/2023 16:14	Ya	Korea Selatan	Ya	Perempuan	≥ 56 th	Lain - lain	Rp. 5.500.001 - Rp. 7.000.000	Air Conditioner (AC)
4/10/2023 19:04	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Pegawai Negeri Sipil	Rp. 4.000.001 - Rp. 5.500.000	Vaccum Cleaner
4/11/2023 10:41	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Kulkas

4/11/2023 11:23	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/11/2023 12:48	Ya	Korea Selatan	Ya	Laki - laki	≥ 56 th	Lain - lain	> Rp. 7.000.000	Mesin Cuci
4/11/2023 13:28	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Pegawai Negeri Sipil	Rp. 4.000.001 - Rp. 5.500.000	TV
4/11/2023 15:10	Ya	Korea Selatan	Ya	Perempuan	≥ 56 th	Lain - lain	Rp. 5.500.001 - Rp. 7.000.000	Air Conditioner (AC)
4/11/2023 17:15	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Pegawai Negeri Sipil	> Rp. 7.000.000	Kulkas, Air Conditioner (AC), Mesin Cuci, TV
4/12/2023 10:32	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, Mesin Cuci
4/12/2023 10:58	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	AirDresser
4/12/2023 14:07	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	TV

4/12/2023 16:49	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Mesin Cuci, TV
4/13/2023 9:54	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC), TV
4/13/2023 10:07	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC), Mesin Cuci
4/13/2023 11:46	Ya	Korea Selatan	Ya	Perempuan	≥ 56 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Kulkas, Microwave
4/13/2023 12:11	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, Mesin Cuci
4/13/2023 12:52	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, Mesin Cuci
4/13/2023 15:29	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Purifier
4/14/2023 12:05	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Lain - lain	Rp. 2.500.001 - Rp.	Air Conditioner (AC)

							4.000.000	
4/14/2023 13:32	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, Air Conditioner (AC), Mesin Cuci
4/14/2023 14:19	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC), Mesin Cuci
4/15/2023 13:30	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Air Conditioner (AC), TV
4/15/2023 13:39	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Mesin Cuci
4/15/2023 13:46	Ya	Korea Selatan	Ya	Perempuan	≥ 56 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Vaccum Cleaner, Microwave
4/15/2023 14:00	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC), Mesin Cuci
4/15/2023 14:01	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas
4/15/2023 14:22	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 2.500.001 - Rp.	Mesin Cuci, Air Dresser

							4.000.000	
4/15/2023 14:44	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC), TV
4/15/2023 14:59	Ya	Korea Selatan	Ya	Laki - laki	46 - 55 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Mesin Cuci
4/15/2023 16:23	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Mesin Cuci
4/16/2023 12:41	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/17/2023 13:08	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/17/2023 13:39	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, Mesin Cuci
4/17/2023 14:51	Ya	Korea Selatan	Ya	Laki - laki	≥ 56 th	Wiraswasta	Rp. 5.500.001 - Rp. 7.000.000	Mesin Cuci
4/17/2023	Ya	Korea	Ya	Perempuan	17 - 25 th	Pelajar/	Rp.	Air Conditioner

15:05		Selatan				Mahasiswa	2.500.001 - Rp. 4.000.000	(AC)
4/17/2023 15:23	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	Kulkas, Air Conditioner (AC)
4/17/2023 19:26	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Pelajar/ Mahasiswa	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/18/2023 11:20	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	TV
4/18/2023 12:06	Ya	Korea Selatan	Ya	Perempuan	≥ 56 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Kulkas
4/18/2023 19:19	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Kulkas
4/18/2023 21:39	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/18/2023 21:56	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, Air Conditioner (AC)

4/19/2023 10:52	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Mesin Cuci, TV
4/19/2023 13:01	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	≤ Rp. 2.500.000	Mesin Cuci
4/19/2023 14:23	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas
4/19/2023 15:35	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Kulkas, TV
4/19/2023 15:49	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/19/2023 16:41	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Wiraswasta	Rp. 5.500.001 - Rp. 7.000.000	Kulkas, Air Conditioner (AC), Mesin Cuci
4/19/2023 17:48	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Mesin Cuci
4/19/2023 18:17	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)

4/19/2023 20:01	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	Rp. 4.000.001 - Rp. 5.500.000	Soundbar
4/21/2023 12:55	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/21/2023 13:00	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Lain - lain	> Rp. 7.000.000	Mesin Cuci, TV
4/21/2023 13:02	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas, Air Conditioner (AC)
4/21/2023 13:02	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	TV
4/21/2023 13:06	Ya	Korea Selatan	Ya	Laki - laki	46 - 55 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC), TV
4/21/2023 13:28	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas, Air Conditioner (AC), Mesin Cuci, TV
4/21/2023 14:29	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Kulkas

4/21/2023 14:58	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/21/2023 15:19	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/21/2023 15:57	Ya	Korea Selatan	Ya	Laki - laki	≥ 56 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	TV
4/22/2023 10:21	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/22/2023 10:27	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Kulkas
4/22/2023 10:29	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/22/2023 10:36	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Kulkas
4/22/2023 10:41	Ya	Korea Selatan	Ya	Perempuan	≥ 56 th	Lain - lain	Rp. 2.500.001 - Rp.	Air Conditioner (AC)

							4.000.000	
4/22/2023 10:50	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC), TV
4/22/2023 11:06	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	Soundbar
4/22/2023 11:40	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas
4/22/2023 13:06	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/22/2023 15:22	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Mesin Cuci
4/22/2023 15:31	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 5.500.001 - Rp. 7.000.000	Kulkas, Air Conditioner (AC), Mesin Cuci
4/22/2023 15:35	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/23/2023	Ya	Korea	Ya	Perempuan	46 - 55 th	Wiraswasta	Rp.	Kulkas

10:03		Selatan					4.000.001 - Rp. 5.500.000	
4/23/2023 10:03	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/23/2023 10:09	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/23/2023 10:20	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Dresser
4/23/2023 10:24	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Mesin Cuci
4/23/2023 10:28	Ya	Korea Selatan	Ya	Perempuan	17 - 25 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas, Air Conditioner (AC), TV
4/23/2023 10:41	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/23/2023 10:55	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	Kulkas

4/23/2023 10:56	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Wiraswasta	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC), TV
4/23/2023 11:11	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Microwave, TV
4/23/2023 13:04	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/23/2023 13:04	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Wiraswasta	> Rp. 7.000.000	Air Conditioner (AC), Mesin Cuci
4/23/2023 13:12	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	≤ Rp. 2.500.000	TV
4/23/2023 13:20	Ya	Korea Selatan	Ya	Laki - laki	46 - 55 th	Wiraswasta	> Rp. 7.000.000	Air Conditioner (AC), Mesin Cuci
4/23/2023 16:46	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/23/2023 16:47	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/24/2023 13:27	Ya	Korea Selatan	Ya	Perempuan	26 - 35 th	Lain - lain	Rp. 4.000.001 - Rp.	TV

							5.500.000	
4/24/2023 13:41	Ya	Korea Selatan	Ya	Perempuan	46 - 55 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Kulkas
4/24/2023 13:46	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/24/2023 13:46	Ya	Korea Selatan	Ya	Laki - laki	46 - 55 th	Wiraswasta	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/24/2023 14:30	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pelajar/ Mahasiswa	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC),
4/24/2023 17:55	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/24/2023 17:55	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Pegawai Negeri Sipil	≤ Rp. 2.500.000	Kulkas
4/24/2023 18:20	Ya	Korea Selatan	Ya	Laki - laki	17 - 25 th	Pegawai Negeri Sipil	Rp. 2.500.001 - Rp. 4.000.000	TV
4/24/2023 18:21	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp.	Kulkas

							4.000.000	
4/25/2023 10:05	Ya	Korea Selatan	Ya	Perempuan	36 - 45 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Air Conditioner (AC)
4/25/2023 10:08	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	TV
4/25/2023 10:12	Ya	Korea Selatan	Ya	Laki - laki	36 - 45 th	Pelajar/ Mahasiswa	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC)
4/25/2023 10:14	Ya	Korea Selatan	Ya	Perempuan	≥ 56 th	Lain - lain	Rp. 4.000.001 - Rp. 5.500.000	Mesin Cuci
4/25/2023 10:17	Ya	Korea Selatan	Ya	Laki - laki	26 - 35 th	Lain - lain	Rp. 2.500.001 - Rp. 4.000.000	Air Conditioner (AC), TV

CNA1	CNA2	CNA3	CNA4	CNA5	CNA6	CNA7	CM1	CM2	CM3	CM4	CM5	CM6	EM1	EM2	EM3	EM4	EM5	NB1	NB2	NB3	NB4	NB5
5	5	4	4	4	4	4	5	4	3	4	4	4	5	5	5	5	5	3	3	4	4	4
5	5	5	5	5	5	5	5	4	4	5	3	5	5	5	5	5	5	5	5	4	5	5
4	5	4	5	4	4	5	4	4	4	5	3	3	5	5	5	4	4	3	2	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	2	2	4	4	4
5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	4	4	5	4	5
4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	2	2	4	4	4
4	5	4	4	4	5	5	4	5	4	4	4	4	4	4	4	4	5	3	3	4	4	4
5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	5	4	4	2	4
4	4	4	5	4	4	5	5	4	5	5	4	5	4	5	5	4	4	2	2	1	2	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5
5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4
4	3	4	4	4	5	4	4	3	4	4	4	3	4	3	4	4	3	3	2	4	3	4
5	4	5	4	5	5	5	4	3	4	5	2	4	4	4	5	4	5	2	4	5	4	5
4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	3	4	4	4
4	4	4	4	5	4	5	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	5	4	2	2	4	4	4
5	4	4	4	4	4	5	5	4	4	3	5	5	4	4	5	5	5	4	3	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
4	4	4	4	4	5	5	5	4	4	4	5	3	5	4	4	5	5	4	3	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
4	4	5	3	5	5	5	3	4	4	5	4	4	4	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5
4	5	5	4	4	5	5	5	5	5	5	4	4	5	5	5	4	5	3	3	4	3	4
5	5	5	5	5	5	5	5	5	5	4	3	4	4	3	4	3	4	4	3	3	3	4
5	4	4	5	4	4	5	5	5	5	4	4	4	4	4	4	4	5	2	2	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
4	5	4	4	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5	5	5

4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4
5	5	5	4	4	4	5	5	4	4	4	4	4	5	5	5	5	5	4	4	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	4	5	3	5	5	4	4	4	5	5	5	5	5	5	5	2	2	5	5	5
4	5	5	4	5	5	5	4	2	4	4	5	4	4	4	4	4	4	5	2	4	4	5
5	4	5	5	4	4	4	5	5	4	4	4	4	5	5	5	5	4	4	5	5	5	5
4	4	4	4	4	5	5	4	3	3	4	3	3	4	4	4	4	4	3	3	4	4	4
5	4	5	5	4	5	5	5	4	5	5	4	2	4	4	4	5	5	5	4	5	5	5
5	4	5	5	5	5	4	5	5	5	4	4	4	5	5	5	4	5	4	2	5	5	5
4	4	5	3	3	5	5	4	4	3	5	5	4	5	5	3	4	5	1	1	4	5	5
4	5	5	4	5	4	5	5	4	4	4	4	4	4	4	4	4	5	4	2	4	4	5
2	4	4	2	4	4	5	5	4	4	4	4	1	4	5	4	4	4	4	4	5	5	5
5	4	4	5	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4	4	5	5	4
5	4	2	4	4	5	5	2	5	5	4	4	2	5	4	5	5	4	5	4	4	5	5
5	5	4	5	5	5	5	5	4	5	4	4	5	4	4	5	4	2	5	4	5	5	5
5	4	4	5	5	5	5	4	2	2	5	4	5	5	5	5	5	4	4	5	5	5	5
5	4	5	5	5	5	5	5	4	5	5	4	4	5	5	5	5	5	4	5	5	5	5
4	5	5	5	5	5	5	5	4	5	4	2	1	4	5	5	5	5	4	4	5	5	5
5	4	5	4	5	5	5	5	5	5	5	4	2	5	5	5	5	5	5	4	5	5	5
4	5	4	4	5	5	5	5	5	4	5	4	2	5	5	5	5	5	4	4	5	5	5
5	5	5	4	4	5	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4	5	4
4	5	4	4	5	5	5	5	5	4	2	4	4	5	4	4	4	4	5	4	5	5	5
5	5	5	5	5	5	5	5	5	4	5	4	4	5	5	5	5	5	5	4	5	5	5
5	4	5	4	4	4	5	5	5	5	5	4	4	5	5	5	5	5	4	4	5	5	5
4	5	5	5	4	5	5	5	5	5	5	4	2	5	5	5	5	5	4	5	5	5	5
5	4	5	5	4	4	5	5	5	4	4	4	4	5	5	5	5	4	5	5	5	5	4
4	5	5	4	4	4	4	4	4	5	4	5	4	4	4	5	4	4	3	2	4	2	4

5	5	4	4	4	5	5	4	4	4	2	5	4	4	5	5	5	4	4	5	5	5	5	
4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	4	5	4	4	4	5	5	5
5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	
5	4	5	5	5	5	5	4	4	4	4	4	4	5	5	4	4	5	4	4	5	5	5	
4	2	4	5	2	4	4	4	5	5	5	5	5	4	5	4	4	2	5	5	4	4	4	
3	4	4	5	2	4	4	4	2	5	5	5	5	4	4	4	4	5	5	5	4	4	4	
4	4	2	4	5	4	4	2	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	
2	4	2	4	5	4	4	5	5	5	5	5	5	5	4	5	5	4	5	5	4	4	5	
4	4	4	2	5	4	4	5	4	5	5	5	5	5	4	5	5	5	5	5	4	4	4	
4	4	5	4	1	4	2	4	5	5	2	5	5	2	4	2	5	4	5	5	4	5	5	
4	4	4	2	1	2	4	4	5	5	5	5	5	4	4	4	4	4	5	2	4	4	4	
4	4	4	5	4	4	4	4	4	5	4	5	5	4	4	4	4	5	5	5	5	5	4	
1	4	1	5	4	4	4	4	4	5	4	5	5	4	4	4	4	5	5	5	4	4	4	
4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	2	4	5	4	5	5	5	5	
5	5	4	5	5	4	4	4	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	
5	4	4	5	5	5	5	5	4	4	5	5	5	4	4	4	4	4	5	5	5	5	5	
4	5	5	5	4	5	4	5	4	5	4	5	5	5	5	4	5	5	4	5	5	5	4	
5	5	4	5	5	4	4	5	4	4	4	5	5	5	5	5	5	4	4	4	4	5	4	
4	4	5	5	5	4	5	5	4	4	4	4	4	4	5	5	4	5	2	2	4	3	4	
4	5	5	5	5	4	4	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4	
4	4	4	1	2	4	4	4	5	5	4	5	5	4	4	4	4	5	5	5	5	5	5	
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	4	5	5	4	4	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	
5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	
5	4	4	5	4	4	4	4	5	5	5	5	5	4	5	5	4	4	5	5	5	5	4	
5	4	4	5	4	4	4	4	5	5	4	5	5	5	4	4	4	4	5	5	5	5	5	
5	5	5	5	5	5	4	4	4	5	5	5	5	5	4	5	5	5	4	5	5	4	5	
4	4	4	5	5	5	4	4	5	5	5	4	5	5	5	5	4	4	5	5	5	4	5	

5	5	4	5	4	4	4	4	5	5	4	5	5	4	4	5	4	5	4	4	4	4	4
4	4	5	5	5	5	4	4	4	5	4	5	5	5	5	5	4	4	5	4	5	5	5
4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	5	5	5	4	4
5	5	5	5	4	4	5	5	4	4	5	5	4	5	5	5	5	5	4	5	5	5	4
5	4	4	4	4	5	4	4	5	5	5	5	5	4	5	5	5	5	4	4	5	4	5
5	4	4	4	4	4	4	5	5	5	5	4	5	4	4	4	5	4	5	5	5	5	5
4	5	5	5	4	4	4	5	5	5	5	4	4	5	5	5	4	4	4	5	5	5	5
5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3
4	5	5	4	4	5	4	5	5	4	4	4	4	5	4	5	5	5	4	4	5	5	5
4	4	4	4	5	4	5	5	4	4	4	4	5	5	4	4	5	4	4	4	4	5	4
5	5	5	4	5	4	5	5	5	5	5	5	4	5	5	5	4	5	5	4	5	5	5
5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5	5	5	5	4
5	5	4	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	4	5	5	4	5
5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	4	4	5	4	5
5	4	5	4	4	5	4	5	5	5	5	4	4	4	5	5	5	5	5	5	5	4	5
4	4	5	4	4	5	4	4	2	4	4	5	5	5	4	5	5	5	5	4	4	4	4
4	2	3	4	4	3	3	4	2	2	4	2	3	4	5	5	2	4	2	2	4	4	4
4	4	1	3	1	4	4	4	4	4	4	4	1	4	4	4	2	4	2	2	4	5	5
4	4	2	2	2	4	4	4	2	2	2	4	2	5	5	5	4	4	2	3	5	5	5
4	4	2	2	2	4	5	4	2	2	4	1	2	4	5	5	1	4	2	2	3	4	5
4	4	4	3	2	5	5	5	4	4	2	4	2	5	5	5	2	4	1	1	3	5	4
5	4	4	4	4	5	5	4	1	4	4	4	1	5	5	5	2	5	2	2	4	5	4
5	5	4	4	5	4	5	4	4	4	4	4	4	5	5	4	4	5	4	5	5	5	5
4	5	5	4	4	5	5	4	5	4	4	5	2	5	4	5	5	5	2	2	4	5	4
1	4	3	4	4	3	5	4	4	3	3	4	3	4	4	4	3	5	3	2	4	4	4
4	4	2	4	4	4	4	4	4	3	3	4	2	4	5	5	5	4	4	3	4	5	5
5	4	4	4	4	4	5	4	4	4	3	4	2	4	5	4	3	4	4	4	4	5	4
4	4	3	5	4	3	5	4	4	5	3	4	3	2	4	5	4	4	4	2	4	4	5

5	4	3	4	3	2	4	3	4	2	3	4	2	4	4	5	4	3	3	2	4	5	3
4	3	4	2	2	5	4	4	3	4	3	5	4	5	4	5	3	4	3	1	4	5	4
5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5
5	5	4	2	3	4	4	2	2	4	3	4	2	4	5	5	2	4	3	2	5	2	4
1	3	2	3	3	4	4	1	3	2	1	3	2	3	2	3	2	2	2	1	2	2	1
4	5	4	4	3	5	5	5	4	5	3	4	4	5	4	3	4	4	4	2	4	4	5
2	4	4	5	4	2	2	2	2	4	2	2	2	2	2	2	3	2	1	2	2	3	2
4	5	5	5	4	4	4	4	4	5	5	5	4	1	4	5	5	5	4	2	5	5	4
5	4	4	4	4	2	4	5	4	5	5	5	5	5	5	5	5	5	3	4	5	5	5
4	5	5	4	5	5	5	4	5	4	4	4	5	5	4	4	4	4	5	5	5	5	4
4	5	5	4	4	5	4	4	4	5	5	5	5	5	4	4	5	5	5	4	4	5	5
4	4	4	4	4	5	4	5	5	4	4	5	5	5	5	5	5	5	4	5	5	5	5
2	2	2	4	5	4	4	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	4	5	5	5	4	4	5	5
5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	4	5	5	5	4	4	5	5
5	5	4	4	4	5	5	5	5	5	5	5	4	5	5	5	4	5	5	4	5	5	5
5	5	4	4	4	5	5	5	5	5	5	5	4	5	5	5	4	5	5	4	5	5	5
1	1	2	2	1	2	4	3	2	3	3	4	2	3	2	3	1	3	2	2	3	4	4
4	4	5	4	4	5	4	3	5	5	5	4	2	5	5	5	4	5	5	2	5	5	5
4	5	4	4	5	5	5	5	5	4	4	4	5	5	5	5	5	5	4	5	5	5	5
3	5	4	4	2	5	5	5	5	5	5	5	4	5	5	4	5	5	4	4	4	4	4
4	4	4	4	4	4	4	5	4	5	5	4	4	4	5	5	4	4	5	5	5	5	4
4	4	5	5	4	5	4	5	5	4	4	4	4	4	4	4	4	5	5	5	4	5	5
3	2	3	2	2	2	1	2	2	1	2	2	2	2	5	3	3	4	2	5	3	3	4
5	5	4	5	5	5	5	3	1	2	2	2	2	3	3	3	3	5	2	2	4	2	2
2	2	1	2	1	1	1	5	5	5	5	5	5	4	4	4	4	4	5	2	4	4	4
5	5	4	4	4	5	5	4	4	4	5	5	5	3	5	5	5	5	3	2	2	4	4
4	5	5	5	5	4	4	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	4

5	4	4	5	5	5	5	4	5	5	5	5	5	4	5	4	4	5	4	4	5	5	5
5	5	5	5	5	5	5	3	4	4	4	2	1	3	4	4	3	5	4	2	4	4	5





Lampiran 6 Hasil Olah Data Smart-PLS

Nilai Mean, Min dan Max

Data: T1.txt

Delimiter: Tabulator Encoding: UTF-8 Run Analysis Open External

Value Quote Character: None Sample size: 143

Number Format: US (example: 1,000.23) Indicators: 23

Missing Value Marker: None Missing Values: 0

Indicators	Indicator	Correlations	Raw File	No.	Missing	Mean	Median	Min	Max	Standard Devia...	Excous Kurtosis	Skewness
CNA1	1	0		4.301	4.000	1.000	2.000	0.805	4.224	1.883		
CNA2	2	0		4.304	4.000	1.000	5.000	0.752	3.846	-1.511		
CNA3	3	0		4.258	4.000	1.000	5.000	0.938	2.444	-1.572		
CNA4	4	0		4.238	4.000	1.000	5.000	0.899	1.941	-1.300		
CNA5	5	0		4.140	4.000	1.000	5.000	0.994	2.247	-1.539		
CNA6	6	0		4.265	5.000	1.000	5.000	0.791	3.392	-1.650		
CNA7	7	0		4.289	5.000	1.000	5.000	0.717	2.296	-2.127		
CM1	8	0		4.316	5.000	1.000	5.000	0.763	3.182	-1.576		
CM2	9	0		4.224	4.000	1.000	5.000	0.942	1.747	-1.425		
CM3	10	0		4.236	5.000	1.000	5.000	0.836	2.416	-1.201		
CM4	11	0		4.280	4.000	1.000	2.000	0.880	1.325	-1.327		
CM5	12	0		4.204	4.000	1.000	5.000	0.802	2.708	-1.409		
CM6	13	0		3.086	4.000	1.000	5.000	1.177	0.124	1.022		
EM1	14	0		4.484	5.000	2.000	5.000	0.695	2.244	-1.337		
EM2	15	0		4.400	5.000	2.000	5.000	0.646	2.893	-1.374		
EM3	16	0		4.517	5.000	2.000	5.000	0.657	1.821	-1.337		
EM4	17	0		4.242	4.000	1.000	2.000	0.822	2.642	-1.489		
EM5	18	0		4.462	5.000	1.000	5.000	0.708	4.099	-1.202		
NB1	19	0		3.937	4.000	1.000	5.000	1.072	0.279	-0.836		
NB2	20	0		3.720	4.000	1.000	5.000	1.225	-1.028	-0.555		
NB3	21	0		4.445	5.000	1.000	5.000	0.725	3.656	-1.389		
NB4	22	0		4.424	5.000	2.000	5.000	0.807	1.881	-1.517		
NB5	23	0		4.517	5.000	1.000	5.000	0.678	5.777	-1.902		

Nilai Outer Loadings

Outer Loadings

Indicators	Citra Merek	Citra Segmen A	Evaluasi Merek	Niat Beli
CM1	0.683			
CM2	0.781			
CM3	0.808			
CM4	0.758			
CM5	0.691			
CM6	0.689			
CNA1		0.720		
CNA2		0.781		
CNA3		0.761		
CNA4		0.661		
CNA5		0.741		
CNA6		0.747		
CNA7		0.687		
EM1			0.784	
EM2			0.769	
EM3			0.721	
EM4			0.745	
EM5			0.728	
NB1				0.781
NB2				0.754
NB3				0.836
NB4				0.755
NB5				0.779

Nilai R-Square

R Square

	R Square	R Square Adjusted
Citra Merek	0.193	0.187
Evaluasi Merek	0.364	0.359
Niat Beli	0.431	0.419

Nilai Construct Reability dan Validity

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracte...
Citra Merek	0.832	0.839	0.876	0.543
Citra Negara Asal	0.853	0.858	0.888	0.532
Evaluasi Merek	0.806	0.812	0.865	0.562
Niat Beli	0.836	0.839	0.884	0.605

Nilai Discriminant Validity Fornel-Larcker

Discriminant Validity

Fornell-Larcker Criterion	Citra Merek	Citra Negara Asal	Evaluasi Merek	Niat Beli
Citra Merek	0.737			
Citra Negara Asal	0.439	0.730		
Evaluasi Merek	0.626	0.603	0.750	
Niat Beli	0.598	0.388	0.586	0.778

Nilai Discriminant Validity (Cross Loading)

Discriminant Validity

Fornell-Larcker Criterion	Citra Merek	Citra Negara Asal	Evaluasi Merek	Niat Beli
CM1	0.683	0.429	0.595	0.423
CM2	0.781	0.471	0.696	0.706
CM3	0.808	0.334	0.342	0.460
CM4	0.758	0.400	0.582	0.480
CM5	0.691	0.162	0.621	0.399
CM6	0.689	0.343	0.334	0.361
CNA1	0.322	0.720	0.111	0.254
CNA2	0.345	0.731	0.099	0.254
CNA3	0.379	0.761	0.093	0.247
CNA4	0.309	0.623	0.278	0.254
CNA5	0.310	0.741	0.403	0.318
CNA6	0.490	0.747	0.069	0.348
CNA7	0.223	0.687	0.430	0.181
EM1	0.515	0.455	0.784	0.474
EM2	0.498	0.496	0.764	0.494
EM3	0.337	0.430	0.721	0.285
EM4	0.547	0.492	0.742	0.254
EM5	0.425	0.466	0.728	0.301
NB1	0.588	0.285	0.344	0.761
NB2	0.470	0.280	0.382	0.754
NB3	0.431	0.305	0.320	0.806
NB4	0.359	0.212	0.401	0.755
NB5	0.462	0.320	0.332	0.779

Nilai Path Coefficient

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Citra Merek -> Niat Beli	0.379	0.387	0.096	3.951	0.000
Citra Negara Asal -> Citra Merek	0.439	0.432	0.118	3.711	0.000
Citra Negara Asal -> Evaluasi Merek	0.603	0.607	0.071	8.505	0.000
Citra Negara Asal -> Niat Beli	0.017	0.028	0.080	0.215	0.830
Evaluasi Merek -> Niat Beli	0.338	0.326	0.107	3.163	0.002

Nilai Special Indirect Effect (Mediasi)

Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Citra Negara Asal -> Citra Merek -> Niat Beli	0.166	0.168	0.064	2.611	0.009
Citra Negara Asal -> Evaluasi Merek -> Niat Beli	0.204	0.198	0.069	2.952	0.003

Lampiran 7 Struktur Kerangka SEM



Struktur Awal Penelitian



Struktur Calculation PLS Alogarithm



Struktur Calculation PLS Bootstrapping



Lampiran 8 Jurnal Acuan

The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation

Nguyen Ngoc Hien^{a*}, Nguyen Nguyen Phuong^a, Tung Van Tran^b and Le Duc Thang^b

^aIndustrial University of Ho Chi Minh City, Ho Chi Minh City, Vietnam

^bHo Chi Minh City University of Technology (HUTECH), Ho Chi Minh City, Vietnam

CHRONICLE

Article history:

Received: October 26, 2019

Received in revised format: November 27 2019

Accepted: November 27, 2019

Available online:

November 27, 2019

Keywords:

Brand Evaluation

Brand Image

Country-of-Origin

Purchase Intention

ABSTRACT

In today's competitive business environment, organizations are always seeking for valuable practices to build a strong brand and enhance purchase intention. Accordingly, this study is designed to propose and test the effect of country-of-origin image on brand image, brand evaluation and purchase intention. These relationships are verified through 283 customers with purchase intention of electric household appliances. Cronbach's alpha and confirmatory factor analysis (CFA) tests are applied to examine the reliability and validity of the scale. Structural Equation Modeling (SEM) is also adopted to test hypotheses. The finding shows that the country-of-origin image had a positive effect on brand image, brand evaluation and purchase intention. Brand image and brand evaluation also had a positive effect on purchase intentions. In addition, the study indicates that both brand image and brand evaluation played mediating roles on the relationships between country-of-origin image and purchase intention. As the result, some implications are discussed, and the next research direction is proposed.

© 2020 by the authors; licensee Growing Science, Canada

1. Introduction

The current globalization process leads to the participation of most of countries in the international commerce and marketing. The customer's acceptance toward a brand from a certain country plays a significant role to not only business but also the country. Scientists demonstrated that country-of-origin performs a crucial role in enterprises nowadays (Usunier, 2011; Kim et al., 2017). Structure of the country-of-origin has been widely studied for decades regarding various variables of international marketing, consumer behavior and branding. Jaffe and Nebenzahl (2006) considered the country-of-origin as the country where consumers are associated with a certain products or brands regardless the manufacture place. The impact of the country-of-origin refers to bias or influences of risk perception, product evaluation and purchase intention (Diamantopoulos, Schlegelmilch, & Palihawadana, 2011). In developing countries, consumers prefer imported goods because of not only high quality but also their country-of-origin which affects their purchase decisions (Moradi & Zarei, 2012). In addition, as brand is the basis for competing in the market, it should be identified, built up and managed carefully. Branding not only allows enterprises to gain competitive advantages to provide current products and services, but also helps businesses extend their brands to other products and services (Motameni & Shahrokhi, 1998). Among factors affecting customer's awareness of brands, the country-of-origin is a significant one. Signals of country-of-origin help customers form beliefs and product evaluation affecting their purchase behavior (Mohd Yasin, Nasser Noor, & Mohamad, 2007). In addition, Assael et al. (2007) argued that purchase intention is the final consequence of brand evaluation. In brief, although many studies on the effect of country-of-origin on consumer awareness of the brand, as well as the impact of brand on purchase intention were conducted, there were, as authors' understanding, very few researches exploring the relationship between image of country-of-origin, brand image, brand evaluation and purchase intention, especially the mediating role of brand image and brand evaluation.

* Corresponding author.

E-mail address: nguyengochien.qn@iuh.edu.vn (N.N. Hien)

Hence, The study focused on exploring: (1) the effect of country-of-origin on brand image and brand evaluation, (2) the effect of country-of-origin, brand image and brand evaluation on the purchase intention, and (3) the effect of mediating role of brand image and brand evaluation on the relationships of country-of-origin and purchase intention. This research was conducted in the electric household appliance sector in Vietnamese market (e.g. washing machine, refrigerator, air conditioner, etc.). The demand for electric household appliances is growing rapidly and becomes an opportunity for domestic and foreign brands. As 2017 statistics of the Ministry of Industry and Trade, consumer spending on electric household appliances was accounted for approximately 9% of personal consumer spending package, which was ranked at 4th position in terms of consumer-spending scale in Vietnam. The industry's growth rate is forecasted to increase by over 10% per year in the next 5 years (in which the electric household appliance industry accounts for approximately 40%), yet fierce competition from Japan, Korea, Germany brands is inevitable. Thus, this research not only offers theoretical contributions but also supports marketers to find ways to enhance competitiveness and boost customer's purchase intention in electric household appliances sector.

The rest of this paper is structured as follows: Related documents are reviewed, and hypotheses are developed, followed by research methods and data analysis results. Finally, conclusion including implications and future research directions are discussed.

2. Literature review and hypotheses

2.1. Literature review

2.1.1. Country-of-origin

Studying country-of-origin is the consideration of whether the country-of-origin (COI) of products affects consumers' appreciation and preferences or not. However, the country-of-origin image is applied in researches to clarify the specific aspects of the country affecting customers' perceptions and attitudes towards products of a certain country (Diamantopoulos, Schlegelmilch, & Palihawadana, 2011). As Jaffe and Nebenzahl (2006), the COI is defined as the image of the country that consumers associate with a certain product or brand as its origin. Yet, the increasing dependence on global sourcing has made COI more complicated in which the image of the designing country, production, assembly, brand, etc. are included (Usunier, 2011). However, when consumers recognize that the product is of a particular brand, they tend to emphasize the country-of-brand image (Hamzaoui-Essoussi, Merunka, & Bartikowski, 2011). Therefore, it is not the country-of-origin image or country of assembly but the COBI impacting on the customers' attitude and buying behavior and competitiveness (Lim & O' Cass, 2001). As mentioned in other previous studies, the country-of-origin image is defined as the country image, in which the brand is originated. The COI is the customer's combined perception on a particular country based on their previous awareness of its strength and weakness in production and marketing (Roth & Romeo, 1992).

2.1.2. Brand image

Brand image has been considered as a significant concept in marketing since the 1950s. According to Keller (1993) and Kotler (1991) brand image was identified as awareness of a brand, reflected by brand associations and organized in consumers' minds. Keller (1993) argued that this association can be derived from the customers experience, information gathered, or the impact of consumers' available association. Brand image is an integral component of the brand knowledge when branding a product. In other words, the brand image prefers what consumers think about the brand, and the emotions that the brand arouses when thinking about it (Keller & Lehmann, 2006). Hence, companies' competitive advantages in the market could be achieved based on a positive brand.

2.1.3. Brand evaluation

Consumers evaluate brands by using common attributes, various visible and invisible signs related to the brand as a product or as a person (Puzakova, Kwak, & Rocereto, 2013). Brand evaluation is defined as the emotional response of consumers to a brand, such as excitement, trust and desire Sirianni et al. (2013). Lassar et al. (1995) divided brand assets into perceived quality and perceived value. The overall quality assessment is subjective and abstract. Therefore, perceived quality often does not match the actual product quality. This is the basis for comparing brands together, called brand evaluation. On the other hand, perceived value is the basis for buying a brand's product to distinguish it from competitors. The decision to buy certain brands comes from the value consumers feel and is the determining factor for a brand's success (Zeithaml, 1988).

2.1.4. Purchase intention

Purchase intention refers to the consumer's ability to plan or be willing to buy a certain product or service in the future (Chiu, Chang, Cheng, & Fang, 2009). The purchase intention mainly constitutes a purchase behavior. Although Mittal and Kamakura (2001) argued that purchase intentions cannot be accurately predicted, the motivation pushes them toward a purchasing action. The intention can represent a person's motivation to carry out an activity (Conner & Armitage, 1998). Determined intention is the driving force affecting behavior. Strong intentions lead to stronger behavior. The purchase intention reflects the prediction or plan of future behavior, or the probability of believing and turning into buying behavior. In addition, purchase intentions reflect consumers' intentions to purchase products or services based on their attitudes and emotions (Engel et al., 1995).

2.2. Hypotheses

2.2.1. The effect of country-of-origin image on brand image and brand evaluation

The study of Hamzaoui-Essoussi et al. (2011) showed the macro image of country-of-origin positively affects the brand image. Diamantopoulos et al. (2011) also stated that the country-of-origin affects the brand image. It could be understood that when customers recognized the product belonging to a specific brand, they tend to emphasize the product's country-of-origin. For instance, although Nikes shoes are produced in many countries, they are also considered as an American product (Hamzaoui-Essoussi, Merunka, & Bartikowski, 2011). Based on theoretical perspectives on the relationship between the COI and the brand image, the hypothesis was given as follows:

Hypothesis 1: The country-of-origin image has a positive effect on the brand image.

As Hui and Zhou (2003), if the manufacturing country is more disadvantageous than the country-of-origin, customers will evaluate the brand in a negative way. Jin et al. (2006) also stated that COI has even a more positive impact on customers' brand evaluation than manufacture country. Diamantopoulos et al. (2011) concluded that COI strongly affected the brand awareness and purchase intention. Hence, the hypothesis is stated as following:

Hypothesis 2: The country-of-origin image has a positive effect on the brand evaluation.

2.2.2. The effect of country-of-origin image, Brand image, Brand evaluation on Purchase Intention

Many customer behavior studies demonstrated that the COI was a significant factor influencing customers' purchasing decisions (Piron, 2002). Prendergast et al. (2010) emphasized the effect of COI on buying intention. The COI, hence, is one of the most crucial factors affecting evaluation of the foreign products (Kumara & Canhua, 2010). Thus, the hypothesis was proposed as follow:

Hypothesis 3: The country-of-origin image has a positive effect on the customer's purchase intention.

According to Keller and Lehmann (2006), understanding the effect of brand image on customer purchases is one of the crucial questions in current brand management researches. Brand image is considered as an important sign in the purchase decision-making process, in which positive brand information affects the perceived quality, perceived value and customer's readiness for purchase (Dodds, Monroe, & Grewal, 1991). Consumers are more likely to products with a positive brand image. As for Adenan et al. (2018), brand image influences customer buying decisions, so the hypothesis is given as follow:

Hypothesis 4: The brand image has a positive effect on customer's purchase intention.

Purchase intention is considered as a predictor of actual purchase behavior (Grewal, Monroe, & Krishnan, 1998). Lee and Lim (2000) showed that both perceived quality and perceived value play an crucial role in influencing purchase intentions. Assael et al. (2007) determined that purchase intention is the final consequence of brand evaluation. Hence, the hypothesis is proposed below:

Hypothesis 5: Brand evaluation has a positive effect on customer's purchase intentions.

2.2.3. The mediating role of brand image and brand evaluation

Country-of-origin, brand image and brand evaluation are known for the effect on customers' perception of a product or brand (Hsieh, Pan, & Setiono, 2004). Ko et al. (2009) demonstrated the relationship between country-of-origin image, brand image, perceived quality and purchase intention. The country-of-origin and brand image have positive effects on perceived quality, and perceived quality has a positive effect on purchase intention. In addition, the country-of-origin image will affect customer's product evaluation to form their attitude. Diamantopoulos et al. (2011) asserted that the country-of-origin image strongly influences brand awareness and purchase intention. Thus, based on previous researches, the country-of-origin image is determined to be the premise of brand image and brand evaluation. In addition, purchase intentions are considered final consequence. The hypothesis, hence, is given as follow:

Hypothesis 6: Brand image is the mediator in the process by which the country-of-origin image influences the customer's purchase intention.

Hypothesis 7: Brand evaluation is the mediator in the process by which the country-of-origin image influences the customer's purchase intention.

3. Methodology

In this study, as a large number of hypotheses need to be tested, the quantitative method is the appropriate one. The measurement scale is adopted from previous studies to design questionnaires and collect data through face-to-face interviews. The measurement scale and hypotheses of research model are then tested via SPSS 24.0 and AMOS 23.0 software.

3.1. Measure

All the items of the questionnaire (except for demographic and product types questions) are measured by a five-level likert scale (1="Extremely disagree" to 5="Extremely agree"). Participants were asked to give their opinions on some questions (presented in Table 1) related to their selected brand. All scales of concepts in the research model are adopted from previous

researches. As scale proposed by Yasin et al., (2007), the scale the country-of-origin image consists of 7 variables. The brand image scale of Ansary and Hashim (2017) with 6 items, five-items scale of brand evaluation proposed by Spears and Singh (2004), and five-items scale of purchase intention suggested by Bian and Forsythe (2012) are applied in this research.

3.2. Sample and data collection

The data were collected via structured questionnaires distributed to the customers in Ho Chi Minh city and Da Nang city with the convenience sampling method. The respondents were asked to choose their concerned electric household appliances (e.g. washing machine, refrigerator, air-conditioner, etc.) with one specific brand for the chosen product categories. The participants were asked to answer the questionnaire based on the selected brand. The last session of the questionnaire was used to collect the demographic information (gender, age, income, and qualification). The pilot research was conducted for pre-testing the questionnaire with a small sample (n = 30) including experts in the field of electrical appliance and customers as well. Participants were asked to express their opinions on the overall structure and the clarity of the questionnaire. The results showed that most of the participants agreed with the questionnaire. However, based on the feedback, the ambiguous question (like "I feel this brand comfortable") was modified. (Details shown in Table 1).

Hair (2010) recommended that the sample size could be determined as five respondents per item to be analyzed (5:1 ratio). Accordingly, among 352 questionnaires collected, 283 questionnaires can be used for further analysis. There are 116 male respondents (41%) and 167 females (59%). As classified by age, the age of under 20, from 21 to 30, from 31 to 40, and 41 and above respectively are accounted for 11%, 62%, 15% and 12%, respectively. Regarding monthly income, it was divided into groups of under VND 5 million with 54 respondents (19%), from VND 5 million to VND 10 million with 71 respondents (25%), from VND 10 million to VND15 million with 116 respondents (41%), and more than VND15 million with 42 correspondents (15%). In terms of qualification, there are 59 participants (21%) of high school or lower qualification, 116 participants (41%) of secondary high school to bachelor, and 48 (17%) of postgraduate.

4. Research findings

4.1. Measurement Scale testing

Affirmative Factor Analysis (CFA) was adopted for the entire structure to adjust the measurement scale and evaluate the validity of measurement structures. 03 items with low factor loading (less than 0.5) were omitted (Details shown in Table 1).

Table 1

Factor weights of the measurement scale

Variables	Weight
Country-of-origin Image ($\alpha=0.912$, CR=0.91, AVE=0.63)	
COI1. This country is creative in production	0.29
COI2. The country's technology is high	0.83
COI3. The country's designs are beautiful	0.88
COI4. This country's professional skills are creative	0.72
COI5. This country has highly qualified worker	0.69
COI6. This is a prestigious country	0.85
COI7. This is an advanced country	0.79
Brand Image ($\alpha=0.89$, CR=0.89, AVE=0.62)	
B11. This brand's quality is high	0.78
B12. This brand's features are better than its competitors's ones	0.72
B13. This brand's characteristics can be distinguished from competitors	0.89
B14. This brand does not disappoint its customers	0.84
B15. It is one of the best brands in the industry	0.71
B16. This brand is stable in the market	0.32
Brand evaluation ($\alpha=0.75$, CR=0.79, AVE=0.50)	
BE1. I find this brand interesting	0.91
BE2. I find this brand good	0.71
BE3. I find this brand useful	0.58
BE4. I find this brand promising	0.28
BE5. Im attracted to this brand	0.66
Purchase Intention ($\alpha=0.88$, CR=0.89, AVE=0.61)	
PI1. I will purchase this brand's product immediately	0.74
PI2. I will purchase this brand's product in the near future	0.82
PI3. I would like to own this brand's product	0.79
PI4. I'm confident of purchasing this brand's product regardless of time	0.77
PI5. I will introduce this brand's product to my friends	0.77

α : Cronbach's alpha, CR: Composite Reliability, AVE: Average Variance Extracted

Source: Author's data analysis result

The results indicate that the degree of freedom is 551, and this model is suitable for market data (Chi-square/df=2.38<3; CFI=0.962>0.9; GFI=0.945>0.9; TLI=0.96>0.9 and RMSEA=0.047<0.08). Because the measurement scales of brand image, brand evaluation, intention to purchase have no correlation between measurement errors, the observed variables are unidirectional, and scale of country-of-origin image is not unidirectional. The standardized weights of the observed variables fluctuate from 0.58 to 0.91 which are accepted (greater than 0.5), and the unstandardized weights are statistically significant ($p=0.00$) with reliability of 95%. Hence, the observed variables used to measure concepts achieve required level of convergent values.

As correlation coefficients of different pair concepts compared to 1 are statistically significant, the components achieve the distinguished values. The result of testing reliability and variance extract of the concepts show that the Cronbach's alpha reliability and Composite Reliability of the components are greater than 0.6, and the variance extract is greater than 0.5. Therefore, all measurement scales ensure high reliability (Hair, 2010).

4.2. Estimating structural relationships

4.2.1. Result of SEM analysis of the theoretical model

The results of structural model testing (Fig. 1) demonstrate the model's degrees of freedom is 418, with p-value = 0.00<0.05. The indicators are consistent with market data (Chi-square/df<3; CFI, GFI, TLI>0.9, RMSEA<0.08).

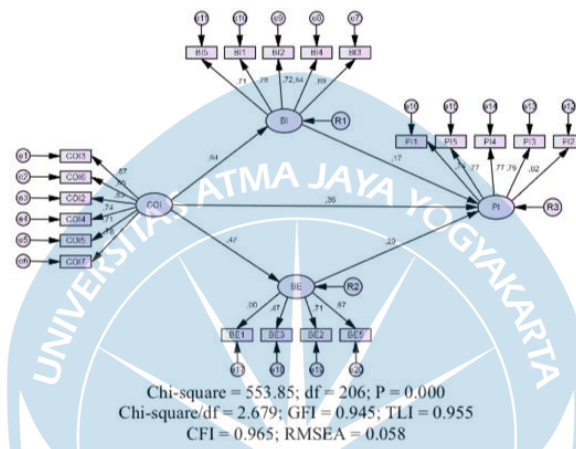


Fig. 1. Results of SEM analysis of theoretical models (standardized)

Source: Author's data analysis result

The results of estimating the main parameters of the model (Table 2) show that the relationships in the model are statistically significant because of the value of p<0.05. Thus, hypotheses H1, H2, H3, H4, H5 are accepted.

Table 2

Regression coefficients of relationships in the theoretical model

Hypotheses	Relationships	Unstandardized coefficients	Standardized coefficient	Standard errors	Critical value	P-value
H1	Country-of-origin image → Brand image	0.796	0.648	0.072	11.033	0.000
H2	Country-of-origin image → Brand evaluation	0.420	0.459	0.058	7.264	0.000
H3	Country-of-origin image → Purchase intention	0.344	0.374	0.075	4.596	0.031
H4	Brand image → Purchase intention	0.118	0.158	0.055	2.159	0.000
H5	Brand evaluation → Purchase intention	0.293	0.292	0.065	4.530	0.000

Source: Author's data analysis result

4.2.2. Testing mediating hypothesis

To determine the significance of mediating roles, four conditions are required to satisfy: (1) The country-of-origin image has a significant effect on mediating variables (brand image and brand evaluation; (2) Brand image and brand evaluation have significant effects on purchase intention; (3) the country-of-origin image has a significant effect on the purchase intention, and (4) the effect of country-of-origin image on purchase intention is not statistically significant or declining when calculating the effect of mediator Andrews te al., (2004).

Table 3

Results of model testing

Model	χ^2	df	χ^2/df	P	GFI	TLI	CFI	RMSEA
Model 1	246.7	87	2.84	0.00	0.965	0.943	0.975	0.038
Model 2	88.99	42	2.12	0.00	0.948	0.968	0.976	0.063
Model 3	222.25	100	2.22	0.00	0.945	0.911	0.926	0.075
Model 4	256.06	86	2.98	0.00	0.908	0.916	0.931	0.064
Relationships		Model 1	Model 2	Model 3	Model 4			
Country-of-origin image → Brand image		0.663***		0.649***				
Country-of-origin image → Brand evaluation		0.484***			0.461***			
Brand image → Purchase intention		0.376***		0.148**				
Brand evaluation → Purchase intention		0.426***			0.288***			
Country-of-origin image → Purchase intention			0.611***	0.515***	0.479***			

***: p < 0.01, **: p < 0.05

Source: Results of data processing via Amos 23 software

Two conditions (1) and (2) are tested by model 1 (Table 3). The estimated results demonstrate that the model is consistent with market data, and the relationships are statistically significant with the significance level of 0.01. Hence, the conditions (1) and (2) are satisfied. Condition (3) is tested in model 2, and the results are proved to be consistent with market data. The relationships between the country-of-origin image and the purchase intention is statistically significant with the significance level of 0.01, which means the condition (3) is met. Finally, the condition (4) is verified by comparing model 3 and model 4 with model 2. The results show the effect of the country-of-origin image on the purchase intention decreases from 0.611 to 0.515 when calculating the effect of mediator of brand image, and drops from 0.611 to 0.479 when calculating the brand evaluation mediator. Therefore, brand image and brand evaluation are partly mediator in the effect of the country-of-origin image on the customer's purchase intention. As the results, hypotheses H6 and H7 are accepted.

5. Discussion of research findings and implications

5.1. Discussion of research findings

This study aims to examine the effect of country-of-origin image on brand image, brand evaluation and customer's purchase intentions in the electrical home appliance industry. The research's measurement scale was adopted from previous studies. The result of testing measurement scales shows that the scales of country-of-origin image, brand image, brand evaluation and purchase intention were unidimensional scales and statistically significant in the electrical home appliance industry in Vietnamese market. For the relationships between concepts, the research demonstrates a significant positive relationship between the country-of-origin image and the brand image. As the research result of Yasin et al. (2007), the country-of-origin image plays a primary role in creating brand image. The country-of-origin of brands is perceived by consumers as the country with advanced, prestigious, and creative design. Accordingly, the country-of-origin is considered an external link of brands, customers will, therefore, develop favorable or unfavorable links to brand images originating from that country. The study also shows the effect of the country-of-origin image on customer's brand evaluation. Based on the country-of-origin image, customers assess the quality and value of electric household appliances based. When buying new products, consumers tend to feel uncertain (Wu & Wang, 2011). Thus, finding information about the product is carried out to ensure a proper decision. The country-of-origin is considered as a significant information to evaluate the brand of the product.

The research results also prove that the country-of-origin image impacts on the customer's purchase intention, which implies that the country-of-origin plays an indispensable role in the process of making purchase decisions. Customers also develop their beliefs and perceptions of a brand based on the country-of-origin. The results reflect consumer's belief in brands originating from developed countries (e.g. The United States, Japan, Korea). As the result, they are more popular and often selected during the purchase decision process. In addition, the results also confirm the crucial role of brand image and brand evaluation in customers' purchase. Good image and highly-evaluated brands will create a stronger purchase intention. The research results confirm the previous research conclusions of Assael (2007) and Adenan et al. (2018).

Finally, brand image and brand evaluation are partly mediator of the relationship between the country-of-origin image and the purchase intention. According to Frazier et al., (2004), the mediator will clarify how or why a factor influences its output. Hence, it can be explained that when the brand comes from a well-evaluated country, the image of the brand will be better and the customers will evaluate the brand higher, and eventually create a stronger purchase intention. This result is consistent with ones of Diamantopoulos et al. (2011) that the country-of-origin image strongly affects brand awareness and purchase intention.

5.1.2. Implications

This study provides business's managers with some important practical implications. Firstly, the study shows the significant role of the country-of-origin image in the electrical home appliance industry in Vietnam. In today's business world, customers feel difficult to choose a product because too much information of products of the same category is provided by businesses. Therefore, consumers use the information of the country-of-origin image as a crucial information to evaluate the product. The results of this study show that the country-of-origin image affects both brand image, brand evaluation and purchase intention of customers for electric household appliances. The country-of-origin image is considered as a country with advanced, prestigious, and creative professional skills, which is an important external link for electric household appliances.

Customers will develop perceptions and favorable or unfavorable attitudes towards the brand based on the brand's country-of-origin and thereby affects their purchase intention. Hence, the electrical appliance brands will gain advantages if they originate from a country which is highly appreciated by customers, and vice versa. As a consequence, businesses should have a reasonable strategy to manage customer awareness about the country-of-origin. For businesses with favorable country-of-origin, businesses should consider the country-of-origin as an important sign in advertising programs to increase customers' awareness and purchase intentions. On the contrary, if an enterprise originating from the underestimated country, the enterprise should have a strategy to focus on other product's features such as product quality and service, shape, price, etc. to enhance competitiveness.

Secondly, research also identifies the importance of brand image and brand evaluation. In the sector of electric household appliance with fierce competition, companies are required to seek for ways to remain competitive in the market. One way to achieve this goal is to create a positive brand image in customer's minds, as well as enhance positive brand awareness from

customers. The results of this study determine that brand image and brand evaluation both directly affect the purchase intention, and also play an indirect role in the relationship between the country-of-origin image and the purchase intention. Thus, electric household appliance brands should devote their efforts to maintain and improve their brand image in customer's minds. Well-managed brand links include quality improvement, logos and experiences that will create a favorable brand image. In addition, customers will have a higher purchase intention to the highly-appreciated brands with a better attitude. Thus, managers should pay attention to establish a brand associated with customer attitudes. Improving customer evaluation of the brand has a positive impact on the purchase intention.

5.1.3. Limitations and future research directions

As many other studies, this study also has contained some shortcomings. In terms of the nature of the research sample, the research's data were collected through non-probability sampling technique in two major cities leading to the restricted collecting data areas. A larger and more representative research help researchers to generalize the research findings. Secondly, respondents were asked to choose a brand and answer questions related to their favorite chosen brand. Although this choice is common when brand relationships are studied, this may lead to reports of stronger relationships between respondents and selected brands. Therefore, the results may be invalid in case of the weaker relationships between respondents and brands. Further researches can solve this problem by assigning a particular brand for customers to evaluate. Finally, this study focuses only on the electric household appliance industry. However, this problem may be different in other industries. Therefore, this study needs to be conducted in various industries to get a better insight

References

- Adenan, M. A., Ali, J. K., & Rahman, D. H. A. A. (2018). Country of origin, brand image and high involvement product towards customer purchase intention: empirical evidence of east Malaysian consumer. *Jurnal Manajemen dan Kewirausahaan*, 20(1), 63-72.
- Andrews, J., Netemeyer, R., Burton, S., Moberg, D., & Christiansen, A. (2004). Understanding adolescent intentions to smoke: An examination of relationships among social influence, prior trial behavior, and antitobacco campaign advertising. *Journal of Marketing*, 68(3), 110-123.
- Ansary, A., & Hashim, N. M. H. N. (2018). Brand image and equity: The mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*, 12(4), 969-1002.
- Assael, H., Pope, N., Brennan, L., & Voges, K. (2007). *Consumer Behaviour* (1st Asia-Pacific Edition). Brisbane: John Wiley and Sons.
- Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 65(10), 1443-1451.
- Chiu, C., Chang, C., Cheng, H., & Fang, Y. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761-784.
- Conner, M., & Armitage, C. (1998). Extending the theory of planned behavior. *Journal of Applied Social Psychology*, 28(15), 1429-1464.
- Diamantopoulos, A., Schlegelmilch, B., & Paliawadana, 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*, 28(5), 508-524.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior*, 8th eds., Tokyo: The Dryden Press.
- Frazier, P., Tix, A., & Barron, K. (2004). Testing moderator and mediator effects in counseling psychology research. *Journal of counseling psychology*, 51(1), 115.
- Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46-59.
- Hair, J. F. (2010). *Multivariate data analysis*. Pearson College Division.
- Hamzaoui-Essoussi, L., Merunka, D., & Bartikowski, B. (2011). Brand origin and country of manufacture influences on brand equity and the moderating role of brand typicality. *Journal of Business Research*, 64(9), 973-978.
- Hsieh, M. H., Pan, S. L., & Setiono, R. (2004). Product-, corporate-, and country-image dimensions and purchase behavior: A multicountry analysis. *Journal of the Academy of Marketing Science*, 32(3), 251-270.
- Hui, M. K., & Zhou, L. (2003). Country-of-manufacture effects for known brands. *European Journal of Marketing*, 37(1/2), 133-153.
- Jaffé, E. D., & Nebenzahl, I. D. (2006). *National images and competitive advantage: The theory and practice of place branding*. Copenhagen: Copenhagen Business School Press.
- Jin, Z., Chansarkar, B., & Kondap, N. M. (2006). Brand origin in an emerging market: perceptions of Indian consumers. *Asia Pacific Journal of Marketing and Logistics*, 18(4), 283-302.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing science*, 25(6), 740-759.

- 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(2), 254-271.
- Ko, E., Kim, K. H., Kim, S. H., Li, G., Zou, P., & Zhang, H. (2009). The relationship among country of origin, brand equity and brand loyalty: comparison among USA, China and Korea. *Journal of Global Academy of Marketing Science*, 19(1), 47-58.
- Kotler, P. (1991). *Marketing management: Analysis, planning, implementation, and control*. Seventh Edition. English: Prentice-Hall.
- Kumara, P., & Canhua, K. (2010). Perceptions of country of origin: An approach to identifying expectations of foreign products. *Journal of Brand Management*, 17(5), 343-353.
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11-19.
- Lee, H. S., & Lim, S. J. (2000). The effect of price and brand on the perceived quality, value and purchase of clothing. *Journal of the Korean Society of Clothing and Textiles*, 24(4), 498-509.
- Lim, K., & O'Cass, A. (2001). Consumer brand classifications: an assessment of culture-of-origin versus country-of-origin. *Journal of Product & Brand Management*, 10(2), 120-136.
- Mittal, V., & Kamakura, W. (2001). Satisfaction, repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of Marketing Research*, 38(1), 131-142.
- Mohd Yasin, N., Nasser Noor, M., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product & Brand Management*, 16(1), 38-48.
- Moradi, H., & Zarei, A. (2012). Creating consumer-based brand equity for young Iranian consumers via country of origin sub-components effects. *Asia Pacific Journal of Marketing and Logistics*, 24(3), 394-413.
- Motameni, R., & Shahrokhi, M. (1998). Brand equity valuation: a global perspective. *Journal of Product & Brand Management*, 7(4), 275-290.
- Piron, F. (2002). International outshopping and ethnocentrism. *European Journal of Marketing*, 36(1/2), 189-210.
- Prendergast, G., Tsang, A., & Chan, C. (2010). The interactive influence of country of origin of brand and product involvement on purchase intention. *Journal of Consumer Marketing*, 27(2), 180-188.
- Puzakova, M., Kwak, H., & Rocereto, J. F. (2013). When humanizing brands goes wrong: The detrimental effect of brand anthropomorphization amid product wrongdoings. *Journal of Marketing*, 77(3), 81-100.
- Roth, M., & Romeo, J. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of International Business Studies*, 23(3), 477-497.
- Sirianni, N., Bitner, M., Brown, S., & Mandel, N. (2013). Branded service encounters: Strategically aligning employee behavior with the brand positioning. *Journal of Marketing*, 77(6), 108-123.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53-66.
- Usunier, J. (2011). The shift from manufacturing to brand origin: suggestions for improving COO relevance. *International Marketing Review*, 28(5), 480-496.
- Wu, P. C., & Wang, Y. C. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*, 23(4), 448-472.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.

