

Analysis of the Effect of Country of Origin and Brand Image on Re-purchase Intention of Smartphones (Comparative Study of Samsung and OPPO customers in Padang)

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Abstract: This research aims to: 1) To find out the influence of Country of Origin on the re-purchase intention of Smartphone Products 2). To find out the influence of Brand Image on the purchase intention of Smartphone Products 3). To find out how the differences between Samsung smartphones and OPPO smartphones, in terms of Country of Origin 4). To find out how the differences between Samsung smartphones and OPPO smartphones, in terms of Brand Image. The object of the Research is Comparative Study between the Samsung's Consumers and OPPO's Consumers. Data is obtained by conducting a survey using a questionnaire form. This analysis was tested using SPSS. From the research conducted it is known based on the hypothesis test showing that Country Of Origin and Brand Image has a positive and significant effect on Repurchase Interest (Y) Based on the T-test, result shows that there are differences between the OPPO Smartphone and the Samsung Smartphone in terms of the Country of Origin in buying Smartphone

Key Words: Country of Origin, Brand Image, Smartphone and Repurchase Intention.

1. INTRODUCTION:

The tight competition in the smartphone industry requires companies to have competitive strategies and improve their services to be able to win the market and be able to outperform progress and contribute to the level of customer satisfaction. One effort to secure the market is by doing good marketing. Marketing is one of the activities carried out by the company in its efforts to maintain life in increasingly fierce business competition and to develop its business. According to Kotler and Keller (2016) "Marketing is a social process in which individuals and groups obtain what they need and want through the creation, offering, and exchange of products and services that are valued freely with others". Marketing is a social process in which individuals and groups obtain what they need and want to create by making, offering, and freely exchanging products and services that are suitable for others.

Based on the website of the Ministry of Information and Communication of the Republic of Indonesia (www.kominfo.go.id), Indonesia is a sleeping digital technology giant in Asia. With a population of 250 million with very fast growth of smartphone usage, digital marketing research institutes E-marketers estimate that by 2018 the number of active smartphone users in Indonesia will reach more than 3 100 million people. With this amount, Indonesia will become the country with the fourth largest active smartphone users in the world after China, India and America. With the high level of demand for smartphones in the market, this makes smartphone manufacturers very aggressively to launch their smartphone products on a regular basis which of course always presents the latest innovations in order to meet consumer needs in order to attract their Repurchase intention. The following is an illustration of the table ranked in the top five smartphone market share in Indonesia:

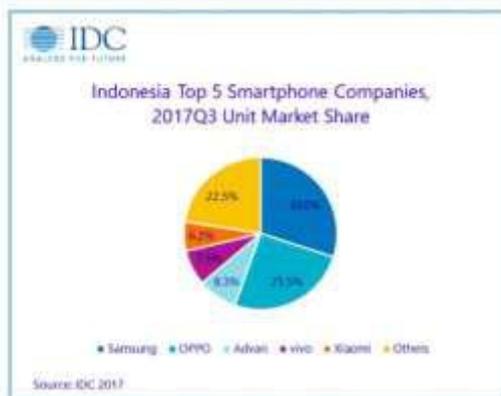


Figure 1.1 Top Five Ranking of Smartphone Sales in 2017

Source: IDC Quarterly Mobile Phone Tracker, November 11, 2017.

The picture above shows the top five positions of smartphone manufacturers in Indonesia based on their market share in the third quarter of 2017. The top two positions are occupied by Samsung and OPPO. Samsung has a market share of 30 percent and followed by OPPO at 25.5 percent.

The Oppo company was founded in 2004 in Dongguan, Guangdong, China by Tony Chen. The company is a global provider of electronic services and technology by presenting the latest and most sophisticated cellular electronic devices in more than 20 countries, including the United States, China, Australia and other countries in Europe, Southeast Asia, South Asia, Middle East and Africa. In addition, the Oppo company always strives to provide the best mobile experience, through careful design and intelligent technology to its users around the world. After successfully entering the mobile market in 2008, the company began to spread its wings to enter the international market in 2010, and open a global business for the first time in April 2010 in Thailand. (www.oppo.com)

Purchase intention is the attitude of consumers in buying behavior that is interested in a product. The location where the product is produced (made-in effect) will affect buying interest and purchasing decisions by consumers. A country will be perceived as having an exclusive reputation for a particular product. According to Lin and Kao (2004), Country of Origin will create a certain perception of a product brand, where perceptions can be positive or negative, until the next level of positive perception will encourage the creation of actual purchases. Increasing economic globalization has resulted in a decline in trade barriers between countries, so that the availability of foreign products in the local market is more extensive than before. In such circumstances, many products and services are evaluated by paying attention to the COO as a potential competitive differentiator in the local markets of each country. According to Czinkota and Ronkainen (2001), COO is understood as an effect that appears in consumer perceptions that are influenced by the location where a product is produced.

At the beginning of its appearance, not a few promoters (frontliners) Oppo smartphone that dodged stated that Oppo and Samsung are products made in America, Italy, Belgium, Denmark, or Korea to prospective buyers (www.ponselmu.com). Not only that, there is a negative stigma by the Indonesian people who look at the eyes of Chinese-made smartphone products.

Based on the results of research conducted by Dinata and Hidayat (2015) regarding, "Country of Origin and Its Effect on Perception of Quality and Purchase Interest", it is known that the Country of Origin variable significantly has a positive effect on buying interest of prospective consumers who want to buy an iPad in Indonesia. Similarly, according to Mitra's research, Suroso and Martini (2013) regarding, "Analysis of the Effect of Brand Origin, Brand Credibility, Self-Image Congruence and High Involvement on Purchase Intention with Brand Knowledge as a Brand Origin Moderation", which provides research results that variable brand origin significantly influence the purchase intention of Cross cellphone in Purwokerto. But in addition, according to Rafida (2015) about, "The influence of the Country of Origin on the Purchase Interest with Perceived Quality as an Intervening Variable", shows that the Country of Origin variable has a positive but insignificant influence on the interest in buying Oppo and Samsung smartphones for Artomoro visitors Seluler Madiun.

One aspect that is often used as a reference for buying a product is by looking at the brand image of the product. Brand image is a set of beliefs, ideas, impressions that a person has towards a brand (Simamora, 2004). If consumers assume that certain brands are physically different from competing brands, the brand image will be inherent continuously so as to create consumer loyalty (Rangkuti, 2004). To get a brand image that adheres well to Oppo and Samsung smartphones is not easy, not infrequently consumers who will buy Oppo and Samsung smartphones think repeatedly for fear that their reality is not in line with the expectations of the true brand image.

According to Mendrofa's (2012) study, "The Influence of Product and Brand Image Knowledge on Purchase Intention with HP Laptop Brand Price Discounts as Moderated Variables in Surabaya", refers to a brand image that has a significant influence on the purchase of HP brand laptops. However, this contradicts the results of a study conducted by Arista & Astuti (2011) about, "Analysis of the Effect of Advertisements on Brand Trust, and Brand Image on Consumer Buying Interests", which explains brand image not related to the significance of buying Telkom Speedy products.

Research conducted by Indrayani and Nurcaya (2014) regarding, "Perception Role of Product Quality in Mediating the Effects of Lifestyle on Intention to Buy Samsung Galaxy Mobile Phones in Denpasar City", stated that perceived quality has a positive and significant effect on purchase intention. However, this contradicts Permana and Haryanto's (2014) research on "The Effect of Country of Origin, Brand Image, and Quality Perception on Purchase Intention", which shows that brand image variables and perceived quality do not have a significant effect on purchase intention of Lenovo's notebook product.

From the existing data and previous research, the authors are interested in conducting a study entitled "**Analysis of the Effect of Country of Origin and Brand Image on Re-purchase Intention of Smartphones (Comparative Study of Samsung and OPPO customers)**".

1.1 Problem Formulation

Based on the description of the background above, the problem statement that will be discussed in the writing of this study is as follows:

- How does Country Of Origin influence the purchase intention of Smartphone products?
- How does the Brand Image affect the purchase intention of Smartphone products?
- What are the differences between Samsung smartphones and OPPO smartphones in terms of Country of Origin?
- How are the Differences between Samsung Smartphones and OPPO Smartphones in terms of Brand Image?

1.2 Research Objective

The objectives of this study are:

- To find out the influence of Country of Origin on the purchase intention of Smartphone products.
- To find out the effect of Brand Image on the re-purchase intention of Smartphone products.
- To find out how the differences between Samsung smartphones and OPPO smartphones are seen in terms of Country of Origin.
- To find out how the differences between Samsung smartphones and OPPO smartphones are seen in terms of Brand Image.

2. LITERATURE REVIEW:

2.1 Re-Purchase intention

Purchase intention is a behavior that appears as a response to an object. The interest in repurchase (Repurchase intention) shows the customer's desire for the future. Repurchase behavior is often associated with brand loyalty. However, there are differences between the two. If loyalty reflects a psychological commitment to a particular brand, then repurchase behavior is solely related to the purchase of certain same brands repeatedly. (Tjiptono, 2004).

Indicator of Re-purchase Intention

According to Ferdinand (2002), the indicator of re-purchase intention, namely:

Transactional interest.

The tendency of someone to always buy back products that have been consumed.

Referential interest.

That is a person's tendency to refer to the product he has consumed, so that it is also bought by someone else, by referring to his personal experience of consuming the item.

Preferential Interest

That is the interest that describes the behavior of someone who always has a primary preference for products that have been consumed.

Explorative Interest

This interest illustrates the behavior of someone who is always looking for information about the products he is interested in and looking for information to support the positive nature of the products he subscribes to.

2.2 Country of Origin

Globalization is the biggest factor in global marketing, now the market in a country contains products from various parts of the world, in a socio-cultural environment there is ethnocentrism where the community believes that products originating from their country are superior to products of other countries Solomonet. al., (2012).

The Indicator Based on Yusri Abdillah (2017) Abdillah is as follows: Measurement of country of origin variable refers to 5 indicators, namely

- Choosing an innovative brand from this country.
- Choosing a brand because this country has a high level of technology.
- Choose a brand that has good design tastes.
- Choose a brand because this country maintains a high level of quality.
- Choosing a brand because this country has prestige as a developed country

2.3 Brand Image (Brand Image)

"Brand image is a set of brand associations that are formed in the minds of consumers" (Sangadji and Sopiah, 2013).

The indicators that make up the brand image According to Biel in the research journal Sulistyari (2012) the indicators that shape the brand image are:

Corporate Image

Image in the company itself. Companies as organizations try to build their image with the aim of not wanting to get the name of this company good, so that it will affect everything about what the company does.

Product /Consumer Image

Consumer image of a product that can have positive or negative impacts related to consumer needs, desires, and expectations. Image of the product can support the creation of a brand image or image of the brand.

User Image

Can be formed directly from experience and contact with users of the brand. Benefits are the personal values of consumers that are placed on the attributes of the product or service, namely what consumers think they will get from the product or service.

3. RESEARCH METHODS:

Research Design

This study aims to explain and analyze between the independent variables, namely Country Of Origin and Brand Image of the dependent variable, namely the Purchase intention Repeat on Samsung Smartphones and OPPO.

Population and Samples

Population

The research population is V-Coffe coffee shop consumers, Jl. Batang Agam No.3, Raden Saleh, Padang Barat, Padang, West Sumatra.

Sample

Based on the above criteria, the samples needed in this study according to Hair, et al. (2010), in a study using the SPSS technique that is 5 times the number of questionnaire indicators. The number of indicators in the questionnaire in this study is 20 times $20 \times 5 = 100$. The sample size range to be distributed is 100 - 150 samples. Because at the time of the questionnaire research that will be received by the author it will be separated where the quisioner is damaged, wrong in filling out the missing questionnaire and quisioner. Then the correct quisioner will be treated. Then the sample in this study was 150 respondents

Data Collecting Technique

To obtain complete data in this study researchers used several data collection techniques such as the following:

Questionnaire

Questionnaire is a data collection tool that contains a number of statements or questions to be answered by respondents. the questionnaire that will be distributed to respondents is prepared carefully. In addition to the measurement items, this list of questions is also supplemented with additional information about the demographics and background conditions of the current respondents. the questionnaire did not include the respondent's name and was given in the form of a closed sheet.

Test of Validity and Reliability

Validity Test

Validity test is used by measuring the questionnaire's validity or the validity of a research questionnaire.

Reliability Test

To test reliability in this study, Alpha Cronbach's formula analysis technique was used. According to (Dwi Priyatno, 2009)

Classic assumption test

To make it easier about the translation of the classic assumption test and its explanation:

Normality test

Ghozali, (2011) says the normality test can use the graph analysis method by looking at a normal probability plot that compares the cumulative distribution of a normal distribution.

Heteroscedasticity Test

The heteroscedasticity test is to see whether there is an inequality of variance from one residual to another observation.

Descriptive Analysis

Sugiyono (2014) mentions that data analysis techniques in quantitative research use statistics.

Analysis of Multiple Linear Regression

According to Sugiyono (2014), multiple linear regression analysis is an analysis used by researchers, if it is intended to predict the state of the dependent variable, if two or more dependent variables as predictor factors are manipulated (up and down value).

Hypothesis testing

Partial Hypothesis Test (T Test)

Hypothesis testing (t test) is used to find out the regression coefficient generated from each significant independent variable or not on the dependent variable

F-Test

The F-test basically shows whether all the independent variables included in the model have a simultaneous or joint influence on the dependent variable with the criterion of significance level <0.05 . If the significance is <0.05 , the research model is declared feasible (Ghozali, 2009).

Determination Coefficient Test (Adjusted R Square)

The purpose of the coefficient of determination is to see the ability of the independent variables to explain the dependent variable and the proportion of variation of the dependent variable explained by variations of the independent variables.

Differential Test

According to Ghozali (2012: 98) Different test t-test is used to test how far the influence of the independent variables used in this study individually in explaining the dependent variable partially.

4. DISCUSSION:

The Country of Origin Effect on Repurchase Interests

Based on the hypothesis test shows that Country Of Origin (X1) has a positive and significant effect on Repurchase Intention (Y). This is because the significance value is $0.027 < 0.05$. Then the hypothesis is accepted. The better COO on a Samsung Smartphone will affect consumers in repurchasing such as: Consumers choose Smartphone brands from South Korea, because this country is innovative in the field of Smartphone, choosing Smartphone brands from well-known countries, because this country has a high level of technology, choosing a Smartphone brand from a well-known country, because it has a good taste in design, choosing the Samsung brand that comes from a well-known country, because this country maintains a high level of product quality and chooses Smartphone brands from famous countries, because this country has prestige as a developed country.

The current era of globalization with the advance of technological development is supported by the decline of trade barriers between countries. Consumers in an area (country) can fulfill almost all their needs, even if the needs of goods or services are not available in the region (country) that he lives in. As a result, the existence of foreign products in the domestic market is increasing. Consumers are faced with a choice between local brands and foreign brands. Consumers are increasingly selective in choosing products to use. Consumer evaluations of a product are often not only based on the product's intrinsic cues (eg content quality and composition) but also their extrinsic cues (eg COO, brands and packaging). Among the extrinsic cues of the product, perceptions of the country of origin of the product are often taken into consideration by consumers in their purchasing decisions (Agarwal and Kamakura Listiana 2013). Global market, country of origin (COO) is a consideration for almost every consumer in evaluating products to be purchased. Listiana and Elida (2014) state the country of origin (COO) is information that is often used by consumers when evaluating a product. Consumer knowledge about the image of a country of origin also influences consumers in repurchase intention. Consumer evaluation of Country Of Origin (COO) will influence consumer evaluations to make repurchase intention on a product of Ouellet (2007) Permadi (2011).

Brand Image Effect on Repurchase Intention

Based on hypothesis testing shows that Brand Image (X2) has a positive and significant effect on Repurchase Interest (Y). This is because the significance value of $0.00 < 0.05$. Then the hypothesis is accepted. The image of the country of origin that is perceived positively can lead to consumer purchase intention and end up in product purchases, on the contrary, the image of the country of origin that is perceived negatively by consumers has the potential to reduce consumer interest in buying products so that the possibility of the product being selected decreases. COO imagery is also considered to have an important role in influencing consumer interest and purchasing decisions. This statement is also supported by the statement of Keller (2007), the perception of the country of origin can influence consumer decision making directly and indirectly. Perception can be included as an attribute in decision making or influence other attributes in the decision making process.

Brand image has a role to influence consumers in the decision making process. This statement was supported by the research of Haubl (1996) Pradini (2012) in this study that stated that brand image will directly influence the high re-purchase intention on a product. And supported by the opinion of Pradini (2012) which states that such rapid market development encourages consumers to pay more attention to brand image than the physical characteristics of a product in deciding on a purchase. This can explain the influence of brand image on repurchase intention.

Difference Between Oppo Smartphone with Samsung Smartphone in terms of COO

Based on the data above shows that the number of samples in this study is equal to the number of 75 respondents. With an average value of 4.03 for Country Of Origin on the OPPO Smartphone and 3.59 for Country Of Origin on Samsung Smartphones. This means that Country of Origin on smartphones is currently evenly distributed between OPPO smartphones and Samsung smartphones. Based on the partial test with $\alpha = 0.05$ with the Ttable value known as 1971 with the formula n-k. The results of different tests on OPPO Smartphones with Samsung Smartphones in terms of the Country of Origin value of Titung is $5.077 > T_{table} 1971$ with a significance of $0.000 < \alpha 0.05$. This shows that there are differences between OPPO Smartphones and Samsung Smartphones in terms of Country Of Origin in buying Smartphone

The research conducted by Soni Harsono with the title Country of Origin and its relationship with the perception of quality and trust in the brand of sports shoes products. These results raise questions, with differences in the image of countries of origin of brands that are known to users of shoes should have a very significant difference between Japan (Yonex) and China (Li Ning), or Victor (South Korea), RS (Denmark) and League (Indonesia) but the results are no different. From the results of the open answer it is known that respondents know the country of origin of the shoe brand they are using, but users know that most of the shoes are no longer produced in their home country (imported) but have been produced in other countries, for example some shoe product brands are produced in Vietnam and Indonesia and also in China itself, however, their comments show that the most answers state that the shoes they use are strong, comfortable to wear, and reliable.

The Difference Between Oppo Smartphones and Samsung Smartphones in terms of Brand Image

Based on the data above shows that the number of samples in this study is equal to the number of 75 respondents. With an average value of 4.09 for Brand Image on OPPO Smartphones and 3.60 for Brand Image on Samsung Smartphones. This means that the brand image on the Smartphone is currently evenly distributed between the OPPO Smartphone and the Samsung Smartphone. Based on the partial test with $\alpha = 0.05$ with the Ttable value known as 1971 with the formula n-k. Different test results on OPPO Smartphones with Samsung Smartphones are seen in terms of brand image Calculating values worth $5.569 > T_{table} 1971$ with a significance of $0.000 < \alpha 0.05$. This shows that there are differences between OPPO Smartphones and Samsung Smartphones in terms of brand image in repurchasing Smartphone.

5. CONCLUSION:

Based on the background above and explained in the previous chapters, it can be concluded as follows:

- Based on the hypothesis test shows that Country Of Origin (X1) has a positive and significant effect on Repurchase Interest (Y).
- Based on the hypothesis test shows that Brand Image (X2) has a positive and significant effect on Repurchase Interest (Y).
- Based on the data above shows that the number of samples in this study is equal to 75 respondents. Based on different tests, it shows that there are differences between the OPPO Smartphone and the Samsung Smartphone in terms of the Country Of Origin in buying Smartphone.
- Based on the data above, it shows that the number of samples in this study is equal to 75 respondents. Based on the different test shows that there are differences between the OPPO Smartphone and Samsung Smartphone in terms of Brand Image in buying a Smartphone.

6. IMPLICATIONS:

The findings in this study indicate that although the Country of Origin did not have an influence on the OPPO Smartphone in this study, however, no effect of the Country of Origin still has the potential to influence consumers' repurchasing interest. Building a strong and profitable global brand image is important in evaluating consumer products in Indonesia, Singapore, Malaysia, the Philippines and Thailand. In this regard, multinational companies targeting Southeast Asian consumers can highlight product performance excellence or emphasize prestige in their advertisements. In addition, the technology used in making products and the advanced features contained in products can also be emphasized in their promotions. The aim is to compensate for the unfavorable impression of the Country of Origin that is perceived negatively by consumers.

7. LIMITATIONS OF RESEARCH AND SUGGESTIONS FOR RESEARCH:

In this study the author is inseparable from the shortcomings and there are still limitations - limitations, namely limited time so that there is still a lack of opportunities for researchers to examine further and more closely concerned so that in determining the indicators in this study almost the same as previous studies.

- This research is only done by survey method through questionnaire statement items so that the writer cannot control the respondent's answer, where the respondent may not be honest in giving answers to each statement item
- The sample in this study is relatively small with a fairly short number of observation periods, so the resulting conclusions are less generalizable for larger samples.
- The number of variables examined in this study is limited to the Country Of Origin, Brand Image and Repurchase Interest variables

Based on the results of the research and discussion that has been described previously, the researcher suggests that: For further researchers to be able to add some independent variables that make the value of the influence greater on repurchase interests such as marketing mix, consumer behavior and so on .

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