

# The Effect of the Country of Origin on Chinese Smartphone Purchase Intention

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**Keywords:** Country Image, Product Perceived Quality, Brand Familiarity, Purchase Intention.

**Abstract:** This research aims to examine several factors that is impacted towards smartphone purchase intention. A survey through questionnaire with 200 accounting students has been conducted in this research. Each statement measured by a questionnaire where shared with Google docs. Total of samples in this research is about 200 respondents where that is students with major accounting on five colleges in Batam city. Result shows that country image has positive effect towards purchase intention, product perceived quality has positive effect towards purchase intention, and brand familiarity has positive effect towards purchase intention. This research is limited only by accounting students, the writer hopes that similar studies further will expand the research sample so the research can be generalized.

## 1 INTRODUCTION

Rapid increasingly of technology development is difficult to avoid. Nowadays society is increasingly consumptive, so companies compete to improve the image, quality and superiority of their products to attract consumer buying interest. (Amanah, 2011). Consumer interest on shopping comes from a perception. This perception is then used as consideration to make a decision for shopping. Besides, another main factor need to be considered such as COO.

COO is the country of origin where a product is produced and is often hinted at by the words "artificial product" or "produced in" (Listiana, 2012). According to Listiana & Elida (2014), not all products that say "artificial products" refer to the country of origin, because it could be a product labeled "products made in Indonesia" but in reality they are only assembled or produced in Indonesia, while the country of origin of the product is China. The involvement of the country of origin in a product can be a positive or negative perception by consumers (Fitriyah & Iriani, 2014). COO also contains aspects image of the country of origin of the manufacture of its products (country image), product quality (product quality), and the level of product popularity (brand familiarity).

the development of the cell phone has been turned into a smartphone (smart phone) and countries that produce smartphones improve brand image, quality and excellence to compete in the world of technology, one of which is China. Smartphones from China are already familiar among the people, but they always get negative perceptions because they are rated as having low quality (Purwitasari, Yulianto, & Wilopo, 2018). Currently China's smartphone products are popular among the people of Indonesia, but the negative views of consumers in Indonesia are still inherent in their perception<sup>1</sup>. This perception can influence consumer buying interest.

Hananto (2015) in his research found that brand image has a partial influence on iphone purchase intentions, also brand image has more dominant influence on purchasing interest than COO. Another study by Gifani & Syahputra (2017) shows that the image of the Oppo smartphone brand which is a product from China is included in the good category and has a significant effect on purchasing decisions. Annisa (2017) conducted a study on Samsung smartphone products stating that COO and brand image significantly influence buying interest.

According to Tati, Suharyono, & Yulianto (2015) also conducted research on Samsung smartphone products and noted that COO has a negative and significant influence on buying interest.

He also In the 1990s, mobile phones were communication devices that were only used for communication via telephone and SMS. Along with mentioned COO does not have a significant direct effect on purchasing decisions. Whereas the global brand image has a positive influence on buying interest and purchasing decisions. Sari & Rahmawaty (2016) conducted research on Xiaomi smartphone products yesng products from China state that brand image, features and price perception simultaneously influence purchasing decisions. Research by Tulipa & Muljani (2015) shows that COO influences brand image and attitude. Brand image has an influence on attitudes and buying interest. Other research by Murtaza (2016) shows that COO in terms of brand image and technological innovation has a positive influence on the buying habits of Pakistani consumers when buying a mobile phone. The results of previous studies are also supported by research conducted by Kalicharan (2014) showing that COO influences consumer perceptions on product quality and purchase interest. Research by Manorek (2016) who conducted research on Samsung smartphone products states that there is a significant influence on brand image, perceived price, and advertising on consumer purchasing power.

Several studies that have been done previously still show inconsistent results on the effect of COOs on Chinese smartphone purchasing power. The phenomenon in Indonesia shows that there are still many negative perceptions about Chinese smartphones, even though Chinese smartphones are popular among Indonesian people, this is evidenced by the position of smartphones oppo and xiaomi who are second and third in the top brand for teens index 2019 IT category in the top brand award 2019<sup>2</sup>.

This research is a replication of a previous study by MY & Rashid (2016) conducted in Malaysia by taking a random sample in Klang Valley, while this research was conducted on accounting majors at five tertiary institutions in Batam. Researchers also adapted different questionnaires in measuring variables from previous studies because the questionnaires were adapted using a more updated year. The difference between this research and similar research in Indonesia is the COO measurement, similar research conducted in Indonesia also specializes in brands on Chinese smartphones, while this study does not specialize in smartphone brands or in general.

## 2 THEORY FRAMEWORK AND DEVELOPMENT OF HYPOTHESES

### 2.1 *Theory of Planned Behavior (TPB)*

TPB or known as the theory of planned behavior is a conceptual thinking framework that aims to explain the determinants of certain behaviors (Ajzen, 1991). The theory of planned behavior is also an extension of the theory of reasoned action (TRA). The TRA states that a person's intention for behavior is formed by two main elements, namely attitude toward the behavior and subjective norms (Fishbein and Ajzen, 1975).

### 2.2 Purchase Intention

According to Ferdinand (2002) there are several indicators that influence buying interest, namely Transactional Interest, a person's tendency to buy back the same product.

### 2.3 Country of Origin

According to Nagashima (1970) COO is a description, reputation, stereotypes of consumers and other business people towards an item that is associated with a particular country. COO is an important element in evaluating a product before making a purchase.

### 2.4 The Effect of Country Image on Purchase Intention

Vijaranakorn & Shannon (2017) states that the country image is an extrinsic element that influences the evaluation of consumers on a product. The theory of planned behavior states that the attitude toward the behavior variable (attitude toward behavior), that attitude toward behavior is determined by individual judgment, personal assessment of the person concerned, related knowledge, beliefs about a behavior, good or bad, and its benefits. In the country image itself, when a consumer has a positive perception, it is considered that it can improve consumer evaluation, thereby encouraging consumer behavior to buy products. Conversely, country image has a negative perception in the eyes of consumers tends to reduce behavior in terms of purchasing. Country image also plays an important role in influencing consumers' decision to buy. From the

description that has been explained, the hypothesis proposed in this study is:

H1: Country Image has a positive effect on Purchase Intention.

## 2.5 The Effect of Product Perceived Quality on Purchase Intention

*Product perceived quality* or perception of product quality is an assessment of a product after it is used by consumers. Each consumer has several perceptions about the advantages and disadvantages of the product, because the advantages and disadvantages of the product help consumers in ensuring product reliability, durability and sustainability of consumption (Saleem et al., 2015)

Research conducted by Saleem et al., (2015) also said that the perception of the quality of a product directly influences consumer purchase interest, if the perception of quality is high then the purchase intention is high. From the description that has been explained, the hypotheses proposed in this study are:

H2: Product Perceived Quality has a positive effect on Purchase Intention.

## 2.6 The Influence of Brand Familiarity on Purchase Intention

Laroche, Kim, & Zhou (1996) stated that brand familiarity positively influences the intention to buy a product with a certain brand through a high level of trust in the brand. As mentioned by the theory of planned behavior on the element of subjective norms that someone's perception or view of beliefs and beliefs can affect buying interest. The high level of trust by consumers in a product can be said that consumers really know and have sufficient knowledge about the brand so that it can be a special attraction for consumers. When a product is believed to have a brand that is well known by consumers and is considered positive in the eyes of consumers, it can foster consumer interest in the product's purchasing power. Based on the description that has been explained, the hypotheses proposed in this study are:

H3: Brand Familiarity has a positive effect on Purchase Intention.

Based on the explanation of the hypothesis development above, the research model is as follows:

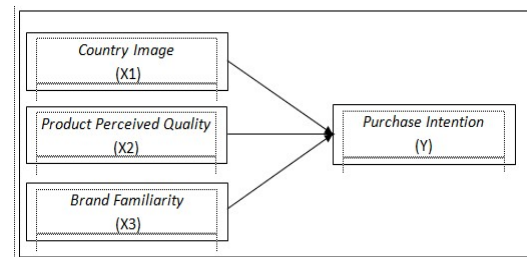


Figure 1. Research Model  
(Source: Self-processed)

## 3 RESEARCH METHODS

The population in this study were students majoring in accounting at five tertiary institutions in Batam. This study uses quantitative methods, because researchers process primary data obtained from questionnaires to test the effect of independent and dependent variables. The importance of conducting research using quantitative methods to conduct hypothesis testing using research designs. The purpose of hypothesis testing is to obtain comprehensive and in-depth data about the effect of country of origin on purchase intention.

### 3.1 Definition of Variable Operations

#### Purchase Intention

The first dependent variable is purchase intention. Purchase intention is part of making decisions in learning the reasons for buying a particular product by consumers (Shah, et al., 2012). According to Morinez et. al (2007) states that purchase intention is a situation where consumers decide to buy certain products with certain conditions. The measurement of purchase intention variables is measured by a questionnaire adapted from Shabrin, Khandaker, Kashem, Hie, and Susila (2017) research using seven items of statements in which there are indicators of transactional interest, referential interest, preferential interest, and explorative interest.

### 3.2 Independent Variable

#### Country Image

The independent variable is country image. Country image is a number of consumer beliefs, ideas and responses about a particular country (Kotler, Rein, & Haider, 1993). Country image or country of origin image is considered to influence consumer

purchasing behavior on a product, because by knowing the image of the country of origin the consumer tends to make the decision to purchase a product. Measurement of country image variables was measured using a questionnaire adapted from research by Hanzee & Khosrozadeh (2011) by using eight statement items.

### **Product Perceived Quality**

The second dependent variable is product perceived quality. Product perceived quality is defined as a general consumer perception and is an invisible feeling about a product (Mirabi, Akbariyeh, & Tahmasebifard, 2015). Product quality is the key to evaluating before consumers make a purchase. When a product has better quality, consumers tend to buy it. The measurement of product perceived quality is measured using a questionnaire adapted from Wasil's research (2017) using five statement items.

### **Brand Familiarity**

The third dependent variable is brand familiarity. Brand familiarity is defined as the amount that is directly or indirectly related to the brand that has been obtained from consumers (Park & Stoel, 2005). Brand familiarity or brand popularity is an important part of a product, consumers may doubt the quality or value of an unknown or familiar brand around them due to lack of information about the product. The popularity of a product among consumers can be a special attraction for each consumer. The measurement of brand familiarity variables is measured using a questionnaire adapted from Lin's research (2013) by using three statement items.

### **3.3 Data Types and Sources**

The type of data in this study is ordinal data. The data source used in this study is primary data. Primary data is data obtained directly from respondents using a questionnaire distributed to students who use smartphones in five universities in Batam.

### **3.4 Location and Research Object**

This research was conducted in the city of Batam. The object of this research is students majoring in accounting at five tertiary institutions in Batam. The reason the writer chose the respondents was because, students are active users of smartphones with a consumptive lifestyle and always follow the latest trends.

### **3.5 Number of Sample Determination Techniques**

The technique of determining the number of samples used in this study is to use the Roscoe (1975) technique. The population in this study were five tertiary institutions in Batam, with an error tolerance limit of 5%. Based on the description that has been explained, then from the existing population, obtained the size of the sample size of 200 respondents of research samples.

### **3.6 Sampling Withdrawal Technique**

The technique used for sampling in this study uses non-probability sampling techniques in the form of quota sampling with the following division:

1. Batam State Polytechnic: 80 respondents.
2. Batam International University: 30 respondents.
3. Batam University: 30 respondents.
4. Riau Islands University: 30 respondents.
5. STIE Ibnu Sina: 30 respondents.

The reason the author uses a sampling technique in the form of a quota sampling is because the author determines the distribution of the number of respondents based on the needs of the writer.

### **3.7 Data Collection Technique**

Data collection techniques in this study used survey data collection techniques with a questionnaire. Questionnaires are distributed online through google docs.

### **3.8 Data Processing Techniques**

The steps taken to process data include: (1) determining the dependent and independent variables to be included in the research model; (2) editing, namely the process of checking and adjusting the data obtained; (3) scoring, i.e. giving weighting numbers to the perception answers in the questionnaire; and (4) tabulating, which presents data that has been obtained into a table in accordance with the excel csv format. to be able to do testing.

### **3.9 Data Analysis Techniques**

This research data analysis technique uses statistical applications in the form of SPSS 26 version. The analytical method used is descriptive statistical method, validity test, reliability test and classic assumption test which consists of normality test,

heteroscedasticity test and multicollinearity test. Hypothesis testing using multiple linear regression analysis, and see how the coefficient of determination between variables.

## 4 RESULTS AND DISCUSSION

### 4.1 The Results of Data Processing Collected

The data used in this study are primary data obtained through distributing questionnaires to students majoring in accounting at five universities in the city of Batam. Questionnaires are created and distributed using online questionnaires through the Google form. A total of 200 questionnaire answers were received by researchers. Distribution and collection of questionnaires took 16 days. The distribution of questionnaires began on November 25, 2019 and was successfully collected according to the target on December 10, 2019. The following is the percentage of respondents' response rate (response rate) for the research questionnaire.

Table 1 Return Rate of the Questionnaire

Total of Samples	200
Percentage of Processed Questionnaires	100%

Source: Primary data are processed by themselves

Based on Table 4.1 it is known that the questionnaire received 200 questionnaire answers and the percentage of data that could be processed was 100%. Respondents who have filled out the questionnaire are then grouped by gender, age, department, level of education and college, income range and brand of smartphone used. This identification is carried out to determine the general characteristics of the research respondents.

### 4.2 Descriptive Statistics

Descriptive statistical analysis can provide an overview of the data seen from the mean, maximum, minimum, and standard deviation based on the processed data questionnaire. It is known that the amount of data on each variable is 200 respondents from a sample of students at five universities in the city of Batam.

The dependent variable is purchase intention. The purchase intention variable has a mean value of 24.7 and a standard deviation of 3.424. These results

state that the mean value is greater than the standard deviation so it can be concluded that the assessment of purchase intention has a high variation of responses. The minimum purchase intention value is 8 and the maximum value is 32.

The first independent variable is a country image. The country image variable has a mean value of 22.87 and a standard deviation of 3.052. These results state that the mean value is greater than the standard deviation so it can be concluded that the assessment of the country image has a high variation of responses. The minimum country image value is 14 and the maximum value is 32. The second independent variable is product perceived quality. The product perceived quality variable has a mean value of 14.34 and a standard deviation of 2.139. These results state that the mean value is greater than the standard deviation so it can be concluded that the assessment of the product perceived quality has a high variation of responses. The minimum value of product perceived quality is 7 and the maximum value is 20. The third independent variable is brand familiarity. The brand familiarity variable has a mean value of 9.41 and a standard deviation of 1.663. These results state that the mean value is greater than the standard deviation so it can be concluded that the assessment of brand familiarity has a high variation of responses. The minimum value of brand familiarity is 5 and the maximum value is 12. Summary of descriptive statistics can be seen in the following table 4.2.

Table 2: Descriptive Statistics Test

Variabel	N	Minimum	Maksimum	Mean	Std.Deviation
Country Image	200	14	32	22,87	3,052
Product Perceived Quality	200	7	20	14,34	2,139
Brand Familiarity	200	5	12	9,41	1,663
Purchase Intention	200	8	32	24,7	3,424

Source: Primary data are processed by themselves

### 4.3 Data Analysis

Based on the results of hypothesis testing between the dependent and independent variables, the summary of hypotheses test results can be seen in table 4.6.

Table 3 Test Results for Multiple Regression Analysis

Hypothesis	B	Sig.	Result
H1: Country Image has a positive effect on purchase intention	0,211	0,009	Supported
H2: Perceived Quality has a positive effect on Purchase Intention	0,288	0,016	Supported
H3: Brand Familiarity has a positive effect on Purchase Intention	0,583	0,000	Supported

Source: Primary data are processed by themselves

#### 4.4 The Influence of Country Image on Purchase Intention

The analysis shows that country image influences purchase intention. That is, H1 is supported. The results of this study are supported by the research of Vijaranakorn & Shannon (2017) which states that there is an influence between country image on purchase intention. The results of this hypothesis are in accordance with the theory of planned behavior in the attitude toward the behavior variable which states the attitude towards behavior is determined by the individual's judgment related to the knowledge and individual beliefs about the behavior in this case the purchase interest behavior. Country image is often a consideration for every consumer who will buy a product. For example, Chinese products, most consumers, before buying, question the origin of the product so that extensive knowledge is needed so that there is no wrong information before deciding which product to buy.

#### 4.5 Effect of Product Perceived Quality on Purchase Intention

The analysis shows that product perceived quality influences purchase intention. That is, H2 is supported. The results of this study support the research by Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed (2015) which states that the perception of the quality of a product directly influences buying interest. Where we know, when the quality of a product is said to be good, there will arise perceptions of consumers who are constructive so as to strengthen the product to attract purchase interest. From the results of this hypothesis also shows that most students in the city of Batam in particular, believe that not all Chinese smartphone products have poor quality, this is evidenced by the continued innovation of Chinese smartphone products around us.

#### 4.6 Effect of Brand Familiarity on Purchase Intention

The analysis shows that brand familiarity influences purchase intention. That is, H3 is supported. The results of this study are supported by the research of Laroche, Kim, & Zhou (1996) which states that brand familiarity influences purchase interest. Brand familiarity is obtained from the high level of consumer confidence in the brand of products that are believed to be, this shows how far consumers know a brand of products that can affect the attractiveness to buy. This is also in line with the theory of planned

behavior on the element of subjective norms which states that a person's beliefs or beliefs are able to influence the purchase interest.

## 5 CONCLUSIONS

### 5.1 Conclusion

This study aims to determine whether there is an influence of country of origin on the purchase intention of Chinese smartphone students majoring in accounting at five universities in the city of Batam. This study used a sample of 200 students. Based on the description from the previous chapter, the conclusions obtained are related to the results of testing variables that are suspected to affect the interest in purchasing Chinese smartphones, namely: 1) There is a positive country image effect on purchase intention. 2) There is a positive effect of product perceived quality on purchase intention. 3) There is a positive effect of brand familiarity on purchase intention.

### 5.2 Limitation

Some limitations in this research need to be pointed out to be useful for the development of similar research in the future. Limitations of this study are as follows:

- a. This study only involves respondents majoring in accounting, amounting to 200 respondents so that it cannot be generalized to large groups.
- b. This research only focuses on five universities in the city of Batam.
- c. Using data collection methods with a questionnaire to allow the data to be subjective and,
- d. Researchers had difficulty getting data due to the lack of respondents who were willing to fill out the questionnaire.

### 5.3 Implication

The implication of this research is that it can theoretically become a literature reference for further similar studies, show evidence supporting the theory of planned behavior, and find out how the influence of country of origin on purchase intentions in the present and future. In practice, it can be a consideration for smartphone manufacturers to develop their products and create new strategies for companies to improve consumer perception.

## 5.4 Suggestion

Based on the limitations of the problem outlined above, there are a number of suggestions for further research as follows:

a. Future studies can add to the sample not only consumers' perceptions are different for each city.

b. Future studies can add other independent variables such as perceived price and product advertising, because the perception of prices and the advertising strategy of a product are able to attract consumers' interest so that they are considered to be able to influence consumer purchasing interests.

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