

DAFTAR PUSTAKA

- Akbar, S., Cafarova, A., & Ekber, S. (2021). The Effect of Consumer Ethnocentrism on Purchasing Behavior The Case Azerbaijan. *International Journal of Multidisciplinary & Allied Studies*, 7(10), 188-193. doi:10.19085/sijmas071001
- Amin, A. M., & Yanti, R. F. (2021). Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country of Origin dan Motivasi terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic. *Jurnal Inovasi Bisnis dan Akuntansi*, 2(1), 1-14. doi:https://doi.org/10.55583/invest.v2i1.111
- Anbiya, V. N., & Mahani, S. E. (2018). Pengaruh Country of Origin terhadap Minat Beli Mobil K. *Seminar Penelitian Sivitas Akademika Unisba*, 4(1), 34-39. doi:http://dx.doi.org/10.29313/.v0i0.8993
- Andriyanty, R., & Wahab, D. (2022). Indonesian Generation Z Consumer Ethnocentrism on Food and Beverage Product. *Journal Social Sciences*, 28(1), 2-9. doi:https://doi.org/10.47577/tssj.v28i1.5909
- Anna, D. (2018). The Characteristics of Generation Z. *Journal e-mentor*, 74(2), 44-50.
- Ardisah, C., Rohman, F., & Puspaningrum, A. (2022). Country of Origin and Perceived Quality in Mediating The Influence of Consumer Ethnocentrism on Purchase Intention. *Jurnal Terapan Manajemen*, 20(3), 563-577. doi:http://dx.doi.org/10.21776/ub.jam.2022.020.03.09
- Arya, A. (2022, Januari 05). *Be the Next Thing Gen Z Loves*. Diambil kembali dari business.pinterest.com: <https://business.pinterest.com/insights/why-gen-z-loves-new-products/>
- Astuti, Y., & Asih. (2021). Country of Origin, Religiosity and Halal Awareness: Case Study of Korean Food Purchase Intention. *Journal of Asian Finance, Economics and Business*, 8(4), 413-421. doi:10.13106/JAFEB.2021.VOL8.NO4.0413
- Becic, M. (2017). An Assessment of Consumer Ethnocentrism Tendencies Scale Among University Students: The Case of Turkish and Bosnian Student. *Journal of Society Science*, 2(1), 119-130. doi:10.21533/isjss.v2i1.57
- Budyanto, H., & Wiwaha, A. (2021). Pengaruh Country of Origin dan Kualitas Produk terhadap Minat Beli: Studi Kasus Huawei Smartphone. *International Journal of Digital Entrepreneurship and Business*, 2(1), 1-11. Diambil kembali dari <http://repository.jic.ac.id/id/eprint/95>

- Buzalka, M. (2015, Agustus 05). *What does Gen Z want to eat?* Diambil kembali dari food-management.com: <https://www.food-management.com/news-trends/y-pulse-survey-what-does-gen-z-want-eat>
- Chaudhry, N. I., Mughal, S. a., Iqbal, J., & Bhatti, U. t. (2020). Impact of Consumer Ethnocentrism and Animosity on Brand Image and Brand Loyalty Through Product Judgment. *Journal of Islamic Marketing*, 12(8), 1477-1491. doi: <https://doi.org/10.1108/JIMA-03-2019-0057>
- Chung, H. K., Yang, H. J., Shin, D., & Chung, K. R. (2016). Aesthetics of Korean Foods: The Symbol of Korean Culture. *Journal of Ethnic Foods*, 3(3), 178-188. doi:<https://doi.org/10.1016/j.jef.2016.09.001>
- Danilwan, & Pratama, D. (2020). The Impact of Consumer Ethnocentrism, Animosity and Product Judgment on the Willingness to Buy. *Polish Journal of Management Studies*, 24(2), 65-81. doi:10.17512/pjms.2020.22.2.05
- Devita, E. M., & Agustini, D. H. (2019). Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House. *Journal of Management and Business Environment*, 1(1), 55-70.
- Dewi, I. L., & Sulistyawati, E. (2016). Pengaruh Gaya Hidup dan Tingkat Etnosentrisme Terhadap Niat Beli Konsumen. *E - Jurnal Manajemen Universitas Udayana*, 5(8), 128 - 5154.
- Dinata, J. S., Kumadji, S., & Hidayat, K. (2015). Country of origin terhadap Persepsi Kualitas dan Minat Beli. *Jurnal Administrasi Bisnis*, 25(1), 1-8.
- Diniyah, K., & Herman. (2021). Pengaruh Country of Origin dan Brand Image terhadap Keputusan Pembelian Kosmetik Korea Selatan pada Remaja di Sidoarjo. *Jurnal Aplikasi Administrasi*, 24(2), 143-151. doi:<https://doi.org/10.30649/aamama.v24i2.128>
- Elida, S., & Ahmad, H. (2022). The Trends of Indonesian COConsumer Ethnocentrism as a Reference for International Marketer. *International Journal Business Management*, 10(14), 1641-2648.
- Ernawati, S. (2019). Pengaruh Etnosentrisme dan Product Knowledge terhadap Minat Beli Produk Tembe Mee Donggo. *Jurnal Ilmu Manajemen dan Bisnis*, 7(2), 215-230. doi:<https://doi.org/10.29303/distribusi.v7i2.92>
- Fauziah, N., & Mubarak, D. (2019). Pengaruh Citra Merek Terhadap Minat Beli: Studi Pada Produk Kecantikan. *Jurnal Image*, 8(1), 37-44. doi:<https://doi.org/10.17509/image.v8i1.22686>
- Fauziyyah, S., & Suryaningsih, I. B. (2021). Negara Asal Sebagai Determinan Persepsi Kualitas dan Peran Moderasi Etnosentrisme. *Journal of Business*

& *Applied Management*, 14(1), 68-82.
doi:<http://dx.doi.org/10.30813/jbam.v14i1.2705>

- Gantulga, U., & Ganbbold, M. (2022). Understanding Purchase Intention of Imported Product: The Role of Ethnocentrism, Country of Origin, and Social Influence. *Jurnal Ilmiah Peuradeun*, 10(2), 449-470. doi:<https://doi.org/10.26811/peuradeun.v10i2.658>
- Gaye, A., Christopher, Z., & Victor, B. (2018). Consumer Ethnocentrism in Turkey: Ours are Better Than Theirs. *Journal of International Consumer Marketing*, 30(1), 45-57. doi:<https://doi.org/10.1080/08961530.2017.1361882>
- Habiburrahman, Raf, M., & Kartika, S. (2020). Pengaruh Country of origin (Asal Negara Produk) Harga dan Kualitas Terhadap Keputusan Pembelian Alat Tulis. *Jurnal Dinamika Manajemen*, 8(2), 85-94. doi:[10.22437/jdm.v8i2.16870](https://doi.org/10.22437/jdm.v8i2.16870)
- Haliun, S., & Cho, S. D. (2015). The Effects of Korean Country-of-Origin on Mongolian Consumer Product Evaluation and Purchase Intention. *Journal of Marketing and Consumer Behavior in Emerging Markets*, 1(1), 4-14. doi:[10.7172/2449-6634.JMCBEM.2015.1.1](https://doi.org/10.7172/2449-6634.JMCBEM.2015.1.1)
- Hall, E. E., Sevim, N., & Najmaldin, G. S. (2022). Country of Origin Effect in Consumers Purchase of Turkish Products: The Case of Iraq-Kirkuk. *Journal of Academic Social Science Studies*, 15(90), 403-420.
- Herdiana, T., & Alamsyah, D. P. (2017). Country of Origin dan Citra Merek: Upaya Meningkatkan Minat Beli Konsumen. *Jurnal Inspirasi dan Manajemen*, 1(1), 31-40. doi:<http://dx.doi.org/10.33603/jibm.v1i1.488>
- Hermawan, H., & Haryanto, B. (2013). Analisis Pengaruh Persepsi Prestise, Persepsi Kualitas, Persepsinilai, Citra Merek, Citra Negara Asal Terhadap Niat Pembelianproduk Asing Yang Dimediasi Sikap Dan Variabel Customer's Ethnocentrism Sebagai Peran Moderasi(Studi Pada Niat Pembelian Produk As. *Fokus Manajerial*, 12(1), 23-40.
- Indrawan, M. R., Mulyadi, & Furkan, M. (2022). Pengaruh Celebrity Endorser dan Etnosentrisme Konsumen terhadap Minat Beli Sepatu Lokal "Compass" pada Mahasiswa S1 di Indonesia. *Jurnal Riset Pemasaran*, 1(1), 30-42. doi:<https://doi.org/10.29303/jrp.v1i1.1752>
- Irvanto, O., & Sujana, S. (2020). Pengaruh Desain Produk, Pengetahuan Produk, dan Kesadaran Merek terhadap Minat Beli Produk Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 105-126. doi:<https://doi.org/10.37641/jimkes.v8i2.331>

- Jasmalinda, J. (2021). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Motor Yamaha di Kabupaten Padang Pariaman. *Jurnal Inovasi Penelitian*, 1(10), 2199-2206. doi:<https://doi.org/10.47492/jip.v1i10.422>
- Jin, D. Y., & Yoon, T. J. (2017). The Korean Wave: Retrospect and Prospect. *International Journal of Communication*. *International Journal of Communication*, 11(9), 2241-2249. doi:1932-8036/20170005
- Joshi, R., & Joshi, Y. (2021). India Construction and Validation The Consumer Ethnocentrism Scale: The Ice Scale. *International Journal of Business*, 23(2), 173-192. doi:10.22146/gamajb.58039
- Karmilasari, A. P., Raharjo, A., & Yana, I. C. (2021). Makanan Korea Dalam Karya Food Photography. *Jurnal Retina Fotografi*, 1(1), 53-57.
- Karoui, S., & Khemakhem, R. (2019). Consumer Ethnocentrism in Developing Countries. *European Research on Management and Business Economics*, 25(2), 63-71. doi:<https://doi.org/10.1016/j.iedeen.2019.04.002>
- Kemenperin. (2022, November 11). *Kemenperin: Industri Makanan dan Minuman Tumbuh 3,57% di Kuartal III-2022*. Diambil kembali dari <https://kemenperin.go.id/>: <https://kemenperin.go.id/artikel/23696/Kemenperin:-Industri-Makanan-dan-Minuman-Tumbuh-3,57-di-Kuartal-III-2022>
- Kim, A., McInerney, P., & Yamakawa, N. (2020, Juni 29). *What makes Asia-Pacific's Generation Z different?* Diambil kembali dari [mckinsey.com: https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different](https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different)
- Kim, J. (2016). Hallyu (Korean Wave) and Its Implication for Culture Policy. *Korean Journal of Policy Studies*, 31(3), 101-118.
- Kim, J. W. (2021). *Global Hallyu Trends*. Seoul: Korean Foundation for International Cultural Exchange.
- Laraswati, C., & Harti, H. (2022). Pengaruh Persepsi Kualitas, Citra Merek dan Etnosentrisme Konsumen terhadap Minat Pembelian Produk Somethinc. *jurnal Ekonomi, Bisnis & Manajemen*, 12(2), 185-196. doi:<https://doi.org/10.37932/j.e.v12i2.564>
- Lee, E. J., Kim, T. H., & Kim, D. R. (2008). Globalization of Korean Cuisine through the Korean Food Items Promotion. *Journal of the Korean Society of Food Culture*, 23(6), 728-736.

- Lee, Y. J. (2010). The Effects of Korean Food Globalization on Foreigners' Perception of Wellbeing Value and Experience with Korean Food. *Journal of the Korean Society of Food Culture*, 25(5), 487-498.
- Lenaini, I. (2021). Teknik Pengambilan Sampel Purposived dan Snowball Sampling. *Jurnal Kajian, Penelitian & Pengembangan Pendidikan Sejarah*, 6(1), 33-39. doi:<https://doi.org/10.31764/historis.v6i1.4075>
- Lo, S. C., Tung, J., Wang, K. Y., & Huang, K. P. (2017). Country-of-origin and Consumer Ethnocentrism: Effect on Brand Image and Product Evaluation. *Journal of Applied Sciences*, 17(7), 357-364. doi:10.3923/jas.2017.357.364
- Lupitasari, E. S., Nurlaela, L., Suhartiningsih, & Miranti, M. G. (2022). Pengaruh Korean Wave dan Makanan Korea terhadap Minat Makan Hidangan Korea pada Masyarakat Kota Madiun. *Jurnal Tata Boga*, 1(1), 2-10.
- Ma, Q., Abdeljeli, H. M., & Hu, L. (2019). Consumer Influence Familiarity About Brand Preference: Event-Realated Evidence Ethnocentrism and Culture. *Journal Frontiers in Human Neurosciences*, 13(220), 1-9.
- Magnale, Potluri, R. M., & Degufu, H. (2011). A Study on Ethnocentric Tendencies of Ethiopian Consumers. *Asian Journal of Business Management*, 3(4), 241-250.
- Nasharuddin, M. (2022). Pengaruh Informasi Laba, Ukuran Perusahaan, Dividen, Dan Leverage terhadap Abnormal Return. *Jurnal Akuntansi UMMI*, 2(2), 14-30. doi:<https://doi.org/10.37150/jammi.v2i2.1409>
- Nauli, Y. M. (2022, Januari 06). *The Influence of South Korea Culture in Indonesia*. Diambil kembali dari kompasiana: <https://www.kompasiana.com/yosefamn/61d70b0d4b660d3cc606cc92/the-influence-of-south-korea-culture-in-indonesia>
- Nurdin, i., & Hartati, S. (2019). *Metodologi Penelitian Sosial*. Surabaya: Media Sahabat Cendekia.
- Onodugo, V., Adeleke, B., & Ike, R. (2017). Ethnocentric Behavior and Business Performance of Multinational Enterprises (MNES): Evidence from South-West Nigeria. *International Journal of Advanced Engineering, Management and Science (IJAEMS)*, 3(2), 97-106. doi:<https://dx.doi.org/10.24001/ijaems.3.2.17>
- Pamela, D. A. (2022, Desember 06). *Gen Z Bakal Mendominasi Media Sosial, Populasinya Lebih dari 41 Persen di Seluruh Dunia*. Diambil kembali dari luputan6.com: <https://www.liputan6.com/lifestyle/read/5145998/gen-z-bakal-mendominasi-media-sosial-populasinya-lebih-dari-41-persen-di-seluruh-dunia>

- Pandika, N. S., Sagir, J., & Darwini, S. (2021). Pengaruh Brand Ambassador dan Country of Origin Terhadap Minat Beli Konsumen Pada Skincare Korea. *Jurnal Ekonomi dan Bisnis*, 7(1), 126-142. doi:<https://doi.org/10.29303/ekonobis.v7i1.72>
- Paramitha, T. (2021).). Pengaruh Country of Origin, Brand Image dan Brand Awareness terhadap Purchase Intention. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5(5), 453-458. doi:<https://doi.org/10.24912/jmbk.v5i5.13273>
- Prameswara, N. M., Susiatiningsih, H., & Windiani, R. (2022). South Korean Gastrodiplomacy in The Effort of Nation Branding in Indonesia as The Largest Muslim Country. *Journal of International Relations*, 8(4), 675-689. doi:<https://doi.org/10.14710/jirud.v8i4.35562>
- Puspita, R. E., Ayuningrum, A. P., Zulaikha, Y., & Thaker, M. B. (2022). Look-ahead Behavior in Food Culture: the Case of Buying Korean Food. *Journal Sosiologi Walisongo*, 6(1), 59-72. doi:10.21580/jsw.2022.6.1.10713
- Putri, H. N., & Saputro, D. S. (t.thn.). Clustering Data Campuran Numerik dan Kategorik Menggunakan Algoritma Ensemble Quick Robust Clustering using links (QROCK. *Jurnal Unnesa*, 5(2).
- Putri, I. P., Liany, F. D., & Nuraeni, R. (2019). K-Drama dan Penyebaran Korean Wave di Indonesia. *Jurnal Kajian Televisi dan Film*, 3(1), 68-80. doi:<https://doi.org/10.24198/ptvf.v3i1.20940>
- Putri, K. A., Amirudin, & Purnomo, M. H. (2019). Korean Wave Dalam Fanatisme dan Konstruksi Gaya Hidup Generasi Z. *Jurnal Ilmu Bahasa dan Sastra*, 14(1), 125-135. doi:10.14710/nusa.14.1.125-135
- Putri, L. A. (2020). Dampak Korea Wave Terhadap Prilaku Remaja Di Era Globalisasi. *Jurnal Bimbingan Konseling Islam*, 3(1), 42-48. doi:<http://dx.doi.org/10.24014/0.8710187>
- Putri, S. I., Yulianti, E., & Saputri, G. G. (2022). Faktor Penentu Minat Beli Konsumen Melalui E-Commerce Berbasis Marketplace. *Jurnal Ilmiah Poli Bisnis*, 14(1), 29-40. doi:<https://doi.org/10.30630/jipb.v0i0.734>
- Rafida, V., & Saino. (2015). Pengaruh Country of Origin terhadap Minat Beli Dengan Perceived Quality Sebagai Variabel Intervening. *Jurnal Pendidikan Ekonomi*, 4(13), 1-10. doi:<https://doi.org/10.26740/jptn.v3n2.p%25p>
- Rahmawansyah, I. M. (2018). Pengaruh Country of Origin terhadap Purchase Intention Produk Uniqlo yang Dimediasi oleh Variabel Perceived Quality. *Jurnal Ilmiah Administrasi*, 5(4), 442-550.

- Ramadhan, I., Chan, A., & Tresna, W. P. (2020). Pengaruh Etnosentrisme Konsumen terhadap Minat Beli Serial Film Superhero Bumi langit Cinematic Universe. *Jurnal Bisnis & Kewirausahaan*, 16(3), 243-254. doi:<http://dx.doi.org/10.31940/jbk.v16i3.2086>
- Ririmasse, O. (2021). Pengaruh Country of Origin terhadap Perceived Quality dengan Moderasi Etnosentrik Konsumen di Kota Ambon. *Jurnal Ekonomi Peluang*, 15(1), 1-23.
- Salim, N. I., & Lahindah, L. (2021). Pengaruh Country of Origin dan Brand Image terhadap Keputusan Pembelian Produk Skincare Merek Innisfree di Bandung. *Journal of Accounting and Business Studies*, 6(2), 82-99. Diambil kembali dari <https://journal.itbh.ac.id/JABS/article/download/547/417>
- Salim, N. I., & Lahindah, L. (2021). Pengaruh Country of Origin dan Brand Image terhadap Keputusan Pembelian Produk Skincare Merek Innisfree di Bandung. *Journal of Accounting and Business Studies*, 6(2), 82-99.
- Sanita, S., Kusniawati, A., & Nurlestari, M. (2019). Pengaruh Product Knowledge dan Brand Image terhadap Purchase Intention. *Business Management and Entrepreneurship Journal*, 1(3), 169-184.
- Sanlier, N., Sezgin, A. C., Sahin, G., & Yassibas, E. (2018). A Study About The Young Consumers' Consumption Behaviors of Street Foods. *National Library of Medicine*, 23(5), 1647-1656. doi:10.1590/1413-81232018235.17392016
- Sari, S. P. (2020). Hubungan Minat Beli dengan Keputusan Pembelian pada Konsumen. *Jurnal Psikoborneo*, 8(1), 147-155. doi:<http://dx.doi.org/10.30872/psikoborneo.v8i1.4870>
- Schnettler, B., Sánchez, M., Miranda, H., & Orellana, L. M. (2017). Country of origin" effect and ethnocentrism in food purchase in Southern Chile. *Revista de la Facultad de Ciencias Agrarias*, 49(2), 243-267.
- Sempati, G. P., & Lastariwati, B. (2017). Persepsi dan Perilaku Remaja Terhadap Makanan Tradisional dan Makanan Moderen. *Journal of Culture Education and Technology*, 6(4), 1-9.
- Septyan, D. (2022, Juni 09). *Peluang Pasar: Makanan Korea*. Diambil kembali dari [umkmindonesia.id: https://ukmindonesia.id/baca-deskripsi-posts/peluang-pasar-makanan-korea/](https://ukmindonesia.id/baca-deskripsi-posts/peluang-pasar-makanan-korea/)
- Sharma, & Kaur. (2020). Influence of Country of Origin on Consumers Purchase Intention. *International Journal of Creative Research Thought*, 8(7), 104-109.

- Sharma, A., Kaur, N., & Khan, A. A. (2019). Country of Origin Effect on Reliable Quality. *Journal of Emerging Technologies and Innovative Research*, 6(4), 355-359.
- Singh, A. P., & Dangmei, J. (2016). Understanding the Generation Z: The Future Workforce. *Journal of Multidisciplinary Studies*, 3(3), 1-5.
- Sirmansyah, D., & Dede. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian. *Jurnal Ilmu Pendidikan Holistik*, 1(2), 85-114. doi:<https://doi.org/10.55927/jiph.v1i2.937>
- Suganda, R., & Cahyadi, R. T. (2020). *Modul Praktikum Statistika*. Malang: Universitas Ma Chung.
- Syavardie, Y. (2021). Analisis Hubungan Psikologis Konsumen terhadap Minat Beli pada Rumah Makan Selamat di Bukittinggi. *Journal of Technopreneurship on Economics and Business Review*, 3(1), 12-20. doi:<https://doi.org/10.37195/jtebr.v3i1.73>
- Taluke, D., Lakat, R., & Sembel, A. (2019). Analisis Preferensi Masyarakat Dalam Pengelolaan Ekosistem Mangrove di Pesisir Pantai Kecamatan Loloda Kabupaten Halmahera Barat. *Jurnal Perencanaan Wilayah dan Kota*, 6(2), 531-540. doi:<https://doi.org/10.35793/sp.v6i2.25357>
- Thanabordeekij, P., Prommawin, B., Laungsan, T., & Klinhom, A. (2022). The Impact of the Korean Wave on Korean Food Consumption of Thai Consumers. *Journal of ASEAN PLUS+ Studies*, 3(2), 48-59.
- Timur, B. P. (2021, Juni). *Jumlah Penduduk Provinsi Jawa Timur Menurut Kelompok Umur dan Jenis Kelamin (Jiwa), 2019-2021*. Surabaya: BPS Provinsi Jawa Timur. Diambil kembali dari BPS Provinsi Jawa Timur (Statistics Jawa Timur).
- Utomo, E. A., & Sanaji. (2014). Pengaruh Country of Origin dan Persepsi Kualitas terhadap Persepsi Nilai Pada Produk Telepon Seluler. *Jurnal Bisnis dan Manajemen*, 6(2), 114-121. Diambil kembali dari <https://journal.unesa.ac.id/index.php/bisma/article/view/2771>
- Wei, y. (2016). Does Consumer Ethnocentrism Affect Purchase Intentions of Chinese Consumers? Mediating Effect of Brand Sensitivity And Moderating Effect Of Product Cues. *Journal of Asia Business Studies*, 3(1), 54-66.
- Wenas, T. T. (2017). Perbedaan Brand Preference Konsumen pada Produk Merek Lokal dengan Produk Merek Global. *Jurnal Manajemen dan Start-Up*, 2(5), 608-687. doi:<https://doi.org/10.37715/jp.v2i5.602>

- Widi, S. (2022, Agustus 16). *Ada 68,66 Juta Generasi Z di Indonesia, Ini Sebarannya*. Diambil kembali dari <https://dataindonesia.id/>: <https://dataindonesia.id/varia/detail/ada-6866-juta-generasi-z-di-indonesia-ini-sebarannya>
- Witte, M. D. (2022, Januari 03). *Gen Z are Not 'Coddled.' They are Highly Collaborative, Self-Reliant and Pragmatic, According to New Stanford-Affiliated Research*. Diambil kembali dari news.stanford.edu: <https://news.stanford.edu/2022/01/03/know-gen-z/#:~:text=Gen%20Z%20are%20not%20'coddled,says%20Stanford%20scholar%20Roberta%20Katz>.
- Won, S. (2020, September 12). *Distribution of K-Pop Views on YouTube Worldwide as of June 2019, by Country*. Diambil kembali dari Statista: <https://www.statista.com/statistics/1106704/south-korea-kpop-youtube-views-by-country>
- Yani, A. M., Ikramuddin, & Rusyadi. (2022). Pengaruh Variabel Consumer Nostalgic, Consumer Ethnocentrism, dan Citra Merek terhadap Minat Beli Konsumen pada Produk Pepsodent. *Jurnal visioner & Strategis*, 11-2, 01-08.
- Yu, H. C., & Chien, H. C. (2011). Exploring The Effects of Consumer Ethnocentrism on Preference of Choosing Foreign Airlines: A Perspective of Chinese Tourists. *African Journal of Business Management*, 5(34), 12966-12971. doi:10.5897/AJBM11.1200
- Yunus, N. N., & Rashib, W. E. (2016). The Influence of Country-of-Origin on Consumer Purchase Intention: The Mobile Phones Brand from China. *Journal Procedia Economics and Finance*, 37(16), 343-349. doi:[https://doi.org/10.1016/S2212-5671\(16\)30135-6](https://doi.org/10.1016/S2212-5671(16)30135-6)
- Zahara, A., & Afrianto, R. D. (2019). Pengolahan dan Penyajian Makanan Korea. *Jurnal Pendidikan Tata Boga dan Teknologi*, 1(1), 17-25.
- Zahro, A. R., & Sampeliling, A. (2021). Pengaruh Country of Origin dan Kesadaran Halal Serta Harga terhadap Minat Beli. *Jurnal Manajemen*, 13(1), 63-71. doi:<https://doi.org/10.30872/jmmn.v13i1.9055>