

Country of Origin and Purchase Decision: Examining The Moderating Effects of Brand Value, Service Quality, and Promotion in The Indonesian Footwear Market

Petrus Pardede¹, Yohanes Lubis², Kendy Prayogo³, Bambang Suwarno^{4*}, Shaista Noor⁵

^{1,2,3,4}Department of Management, Faculty of Economics and Business, Universitas Prima Indonesia, Medan, Indonesia

⁵Department of Strategy, Leadership & Enterprise, Tesside International Business School, Teeside University, Middlesbrough, United Kingdom.

* Corresponding Author:

Email: bambangsuwarno@unprimdn.ac.id

Abstract

Country of origin has been widely acknowledged as an important extrinsic cue influencing consumer purchase decisions; however, empirical evidence explaining its indirect mechanisms through marketing-related constructs in local brand contexts remains limited. This study aims to examine the effect of country of origin on purchase decisions, incorporating brand equity, service quality, and promotion as explanatory constructs within a structural model. A quantitative research design was employed using survey data collected from 384 university students in Medan, Indonesia, who had purchased and used Ventela shoes. Data were analyzed using Structural Equation Modeling–Partial Least Squares. The results demonstrate that the country of origin has a significant positive effect on purchase decisions. In addition, the country of origin significantly influences brand equity, service quality, and promotion, which in turn positively affect purchase decisions. The structural model indicates that brand equity, service quality, and promotion play important mediating roles in strengthening the relationship between country of origin and purchase decisions. Overall, the model explains a substantial proportion of variance in purchase decisions, highlighting the robustness of the proposed framework. This study extends the country-of-origin literature by providing empirical evidence on the indirect pathways through which country-of-origin perceptions shape consumer behavior toward local footwear brands in emerging markets. In practice, the findings offer strategic insights for local brand managers on leveraging brand equity, service quality, and promotional activities to enhance consumer purchase decisions.

Keywords: Country of Origin, Brand Equity; Service Quality; Promotion; Purchase Decision and SEM-PLS.

I. INTRODUCTION

Country of origin has been widely acknowledged as an important extrinsic cue that shapes consumers' perceptions and purchase decision-making across different markets ([1], [2]). Previous studies indicate that consumers rely on country-of-origin information to reduce perceived risk and to evaluate product quality, particularly when competing local and global brands coexist in the market [1]. The influence of brand origin and country of manufacture on purchase decisions is mediated by consumers' institutional perceptions and brand-related evaluations [2]. Changing consumer patterns, increasingly digital and lifestyle-oriented, are driving local brands to innovate and strengthen their relationships with young consumers through digital channels [3], [4]. Social media interactions enable the formation of brand communities that enhance consumer emotional engagement, which in turn influences purchasing decisions [5]. Furthermore, the integration of e-commerce channels and digital marketing strategies can strengthen marketing effectiveness and consumer access to local brands [6]. Brand equity has been shown to extend beyond a product's logo or name to include consumers' perceptions of quality, reputation, and uniqueness, which subsequently influence trust and purchase decisions [7]. Research indicates that strong brand equity enhances consumer confidence and loyalty, particularly in digital and interactive marketing environments [6], [8]. Besides brand value, service quality is also a crucial determinant in building consumer loyalty and repurchase intention [9], [10].

In the context of the online footwear industry, service quality encompasses the digital shopping experience, from ease of site navigation and speed of customer service response to reliability of the delivery process, all of which contribute to a positive customer experience and encourage repeat purchases [11], [12]. Promotion remains a crucial element of modern marketing strategies because it can increase brand awareness and purchase intention through digital campaigns, social media, and influencer activities. Research shows that effective promotions in a digital context significantly contribute to consumer purchase intention through

interactive content and trust built by influencers [13], [14]. Country of origin or the country of origin of the product is becoming an increasingly relevant moderating variable in the era of globalization. Public perception of products originating from a particular country can influence their purchasing decisions. Local products with a positive country image will be more easily accepted; conversely, negative perceptions can inhibit purchasing interest. Studies emphasize that the power of the country of origin can strengthen or even reduce the influence of marketing variables on purchasing decisions [15].

The problem faced by local brands such as Ventela is how to integrate all marketing elements of brand value, service quality, promotion, with the strength of local identity (country of origin) to be able to compete in the domestic market. This challenge is increasingly difficult, considering that young consumers today have high expectations of the products and services offered [2]. In addition, the trend of consumers who are increasingly aware of the value of sustainability and environmental issues encourages shoe manufacturers to strengthen aspects of social responsibility in every marketing activity. Amid intensifying competition in the domestic footwear market, understanding the key determinants of consumers' purchase decisions has become increasingly critical for local brands such as Ventela. While brand equity, service quality, and promotion are widely acknowledged as primary drivers of consumer behavior, limited empirical evidence integrates these factors simultaneously within a single comprehensive model in the context of emerging local brands. Moreover, the moderating role of country of origin (CoO) remains underexplored, particularly in assessing whether a positive local identity can strengthen or weaken the effects of marketing variables on purchase decisions. Addressing this gap, the present study investigates the direct effects of brand equity, service quality, and promotion on purchase decisions and examines the moderating role of CoO in these relationships.

Furthermore, this research seeks to identify the most dominant determinant influencing consumers' purchasing decisions in the domestic market. By integrating marketing mix perspectives with CoO theory, this study offers a more nuanced understanding of consumer decision-making processes in emerging markets. The findings are expected to contribute theoretically to the advancement of consumer behavior literature and practically to the development of competitive strategies for strengthening local brand positioning in Indonesia. Country of Origin (CoO) is an external cue used by consumers to evaluate a brand. From a signaling theory perspective, the country of origin serves as an indicator of product quality and credibility [16]. A positive country image can strengthen perceived quality and brand associations in consumers' minds. Aaker (1991) explains that brand equity is formed through awareness, association, perceived quality, and loyalty, which are influenced by external information [17]. Research shows that country image contributes to the formation of brand image and brand equity [18]. Consumers tend to perceive brands from countries with good reputations as superior. In the context of local brands, national identity can increase pride and emotional attachment. Therefore, it is formulated that the country of origin has a positive effect on brand equity.

Literature Review and Hypothesis Development

This research is rooted in four main theoretical foundations. First, Signaling Theory explains how the country of origin (CoO) functions as an external signal to reduce information asymmetry in product evaluation [19]. In the context of local fashion products, consumers often lack complete information regarding actual quality and therefore use the country of origin as an indicator of reputation and production standards. Second, this research adopts the Stimulus–Organism–Response (S-O-R) Framework, where CoO and promotion are positioned as external stimuli, brand equity and service quality as organisms (internal evaluative processes), and purchase decisions as behavioral responses [20]. This model allows for simultaneous testing of direct and indirect pathways. Third, the Expectancy-Disconfirmation Theory explains how initial expectations formed by CoO influence service quality evaluations and purchase decisions [21]. Fourth, Social Identity Theory provides a foundation for understanding how national identity and economic nationalism can strengthen preferences for domestic products (Zeugner-Roth et al., 2020). Although the literature has examined CoO in various contexts, there remains a gap in understanding the simultaneous mediating mechanisms through brand equity, promotion, and service quality in local footwear brands in emerging markets.

The country-of-origin (CoO) literature consistently demonstrates that country of origin serves as a quality signal when consumers face information asymmetry [19]. However, most studies focus on global and cross-border brands, thus underexploring how CoO operates in the context of local brands in domestic markets. Based on signaling theory, CoO provides a reputational cue that can transfer collective perceptions of a country into individual brand evaluations. From a Social Identity Theory perspective, consumer identification with national identity can strengthen symbolic associations with local brands [18]. However, the mechanism by which brand equity is formed through the integration of reputational signals and social identity has not been widely examined simultaneously. Therefore, this study contributes by examining how CoO strengthens brand equity dimensions in the context of local brands in emerging markets.

H1: Country of origin has a positive effect on brand equity.

Promotion research generally positions marketing activities as independent stimuli that influence consumer responses [22]. However, the literature is still limited in explaining how perceptions of CoO shape evaluations of the effectiveness of the promotion itself. Within the S-O-R framework, CoO can be viewed as a first-order stimulus that influences consumers' interpretations of subsequent marketing stimuli. Theoretically, country-of-origin reputation can enhance the credibility and perceived authenticity of promotional messages. Signaling theory suggests that consumers will interpret promotional messages more positively when supported by strong reputational signals. Therefore, this study extends the literature by examining CoO as an antecedent of promotion effectiveness.

H2: Country of origin has a positive effect on promotion.

Previous literature has primarily linked CoO to product quality evaluations rather than service quality. However, based on Expectancy–Disconfirmation Theory, initial expectations formed by external signals can influence evaluations of actual service experiences [23]. CoO can shape expectations regarding standards of professionalism, reliability, and assurance before consumers directly experience the service. However, little research has examined how national competence stereotypes influence perceptions of service quality in the context of domestic brands. The integration of signaling theory and the expectancy framework suggests that CoO acts as an expectation-shaping mechanism. Therefore, this study contributes by expanding the role of CoO from a product cue to a service expectation driver.

H3: Country of origin has a positive effect on service quality.

Previous studies have shown that CoO influences purchase intention, but the results are often inconsistent regarding the strength of its direct effect [24]. Some studies found that the influence of CoO tends to be mediated by cognitive variables such as perceived quality or trust. However, in the context of increasing economic nationalism, Social Identity Theory predicts that CoO can trigger a direct behavioral response. Within the S-O-R framework, CoO, as a symbolic stimulus, can elicit a purchase response without requiring complex evaluation. This debate highlights a theoretical gap regarding the direct versus indirect effects of CoO. This study contributes by reexamining the direct effect of CoO on purchase decisions in the context of local brands.

H4: Country of origin has a positive effect on purchase decisions.

Brand equity has long been identified as a key determinant of purchasing decisions [25]. However, some literature still debates whether brand equity acts as a mediator or a direct predictor of purchasing behavior. Within the S-O-R framework, brand equity can be positioned as an organism that transforms stimuli into responses. Theoretically, strong brand equity reduces perceived risk and increases confidence in decision-making. However, empirical evidence in the context of local brands in emerging markets is still relatively limited. This study strengthens the literature by examining the direct role of brand equity on purchase decisions in the local footwear industry.

H5: Brand equity has a positive effect on purchase decisions.

Digital marketing literature shows that promotions increase engagement and purchase intention [22]. However, most research has been conducted in the context of global platforms or multinational brands. Within the S-O-R framework, promotions serve as a stimulus that triggers affective and cognitive evaluations before generating a purchase response. Theoretical challenges arise when considering whether promotions remain effective when brands have limited resources, such as those found in local brands. Thus,

empirical testing is needed to understand the effectiveness of promotions in the context of emerging markets. This study extends the literature by examining the direct effect of promotions on purchase decisions for local brands.

H6: Promotion has a positive effect on purchase decisions.

Service quality is consistently associated with customer satisfaction and loyalty [23]. However, the literature is limited in distinguishing its impact on initial versus repeat purchase decisions. Based on Expectancy–Disconfirmation Theory, service quality that meets or exceeds expectations will result in positive evaluations that trigger purchase actions. In the context of omnichannel retail, service quality becomes a strategic differentiation factor. The integration of service and S-O-R theories suggests that service quality functions as an evaluative mechanism before behavioral responses occur. This study extends the literature by examining the direct impact of service quality on purchase decisions.

H7: Service quality has a positive effect on purchase decisions.

Some literature suggests that the influence of CoO on purchase decisions is not always direct, but is mediated by perceived quality or brand associations. Based on signaling theory, CoO forms initial perceptions that are then capitalized on in brand equity. In the S-O-R framework, brand equity functions as an organism that transforms symbolic stimuli into behavioral responses. However, testing of simultaneous mediation in the context of local brands is still limited. Therefore, this study offers a theoretical contribution by examining brand equity as the primary transmission mechanism.

H8: Brand equity mediates the influence of country of origin on purchase decisions.

CoO can enhance the credibility of promotional messages through reputational associations. Within the framework of signaling theory, national reputation strengthens consumers' interpretations of marketing communications. However, the literature has not extensively examined promotion as a mediator in the relationship between CoO and purchase decisions. The integration of S-O-R suggests that promotion can act as an effective mechanism that bridges stimulus and response. Thus, this study broadens our understanding of the multi-stage signaling process.

H9: Promotion mediates the influence of country of origin on purchase decisions.

Expectancy–Disconfirmation Theory states that expectations formed before consumption influence evaluations of actual experiences. CoO, as an initial signal, shapes these expectations regarding service quality. Positive service evaluations then increase the probability of a purchase decision. However, the mediating role of service quality in the relationship between CoO and purchase decisions has rarely been empirically tested. This study contributes by integrating signaling theory and expectancy theory into a single mediation model.

H10: Service quality mediates the effect of country of origin on purchase decisions.

This study aims to identify and test the influence of brand value, service quality, and promotion on purchasing decisions for Ventela shoes in Indonesia and examine the role of country of origin as a moderating variable in this relationship. This model is designed to fill the gap in the literature that is still limited to the context of local brands in emerging markets, where empirical evidence regarding the integration of country-of-origin signals and traditional marketing variables is still limited [26], [27]. By using a signaling theory approach and the S-O-R framework, this study not only examines the direct influence of marketing variables on purchasing decisions but also explores more complex mediating and moderating mechanisms. This study also adopts SEM-PLS to test the validity of a comprehensive conceptual model, thus providing strong causal evidence for local brand marketing strategies [27]. Theoretically, this study contributes to an expanded understanding of how the country of origin can strengthen brand equity and determine the effects of service and promotion variables on consumer behavior in highly competitive domestic markets. The practical implications are expected to help marketers in designing more effective marketing strategies to increase the competitiveness of local brands such as Ventela in the Indonesian market.

II. METHODS

The population of this study included all active students at public and private universities in Medan City, selected due to their characteristics as young consumers with high digital literacy and as a primary target market for local footwear such as Ventela. Given the large number of students spread across various institutions, the population is categorized as an infinite population because its exact size cannot be determined absolutely. Sample size determination refers to SEM-PLS guidelines, which recommend a minimum of 10 times the number of paths to the endogenous construct or is based on power analysis [28]. Furthermore, the calculation also considers the Lemeshow formula for large populations to ensure adequate representation. To increase model robustness and minimize potential estimation bias, this study set a sample size of 384 respondents. This size meets the SEM-PLS methodological recommendation, which suggests a sample size above 300 to obtain stable and reliable parameter estimates [28]. This study uses a quantitative approach with an explanatory design to examine the causal relationship between brand value, service quality, promotion, and purchasing decisions, as well as the role of country of origin as a mediating and/or moderating variable. Data analysis was conducted using Partial Least Squares-based Structural Equation Modeling (PLS-SEM) because this method is suitable for complex predictive models, involving latent constructs, and can handle non-normal data distributions and medium sample sizes [28]. Outer model evaluation was conducted to ensure construct reliability and validity through testing indicator loadings (≥ 0.70), composite reliability and Cronbach's alpha (≥ 0.70), and average variance extracted/AVE (≥ 0.50) to meet convergent validity [28], [29].

Discriminant validity was tested using the Fornell–Larcker criteria and the Heterotrait–Monotrait ratio (HTMT < 0.85) as recommended by Henseler et al. (2015) [30]. This procedure ensures that each construct is empirically distinct from the others and accurately represents its theoretical concept. Thus, the outer model evaluation stage ensures that the measurement instrument is suitable for use before testing structural relationships. Next, an inner model evaluation was conducted to test the strength and significance of the relationships between constructs by examining the path coefficient (β), t-statistic, and p-value using bootstrapping techniques with 5,000 subsamples (Hair et al., 2019). Before hypothesis testing, a collinearity assessment was performed using the Variance Inflation Factor (VIF < 5) to ensure there was no multicollinearity between predictors. The model's predictive power was assessed through the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) using a blindfolding procedure, as recommended in contemporary PLS-SEM literature [28], [30]. Mediation testing was conducted by analyzing indirect effects, while country of origin moderation was tested by establishing interaction terms and determining the significance of interaction paths. This approach allows for simultaneous testing of direct, indirect, and conditional effects within a single integrated model. Thus, the use of SEM-PLS in this study provides a strong methodological justification for testing theoretical models based on Signaling Theory, S-O-R Framework, Expectancy-Disconfirmation Theory, and Social Identity Theory comprehensively.

III. RESULT AND DISCUSSION

Demographic Result

Table 1. Respondent Characteristic Result

Respondent Characteristic		N=384	%	Respondent Characteristic		N=384	%
Gender	Male	224	58%	Monthly Pocket Money	< 1 Juta	36	9%
	Female	160	42%		1 – 2 Juta	88	23%
Campus Type	Negeri	110	29%		2 – 4 Juta	137	36%
	Swasta	274	71%		> 5 Juta	123	32%
Respondent Campus	USU	41	11%	Age	19 - 20 years	69	18%
	POLMED	35	9%		21 - 24 years	142	37%
	UNIMED	34	9%		≥ 25 years	173	45%
	UNHAR	37	10%	Number of Vantela Shoes owned	A pair of shoes	121	32%
UNPRI	46	12%	More		263	68%	

Respondent Characteristic	N=384	%	Respondent Characteristic	N=384	%	
UMA	44	11%	How to buy shoes	Online	87	23%
UMSU	34	9%		To the store	297	77%
UISU	35	9%				
UHN	39	10%				
UNIKA	39	10%				

Source: Respondent survey regarding the use and purchase of Ventela shoes in this study in 2025

Based on the demographic profile (Table 1), respondents were predominantly male (58%), indicating strong appeal of Ventela shoes among the male student segment in Medan. Most respondents were aged 21–24 (37%) and ≥ 25 years (45%), reflecting young adults with greater autonomy in lifestyle and purchasing decisions. The majority (71%) came from private universities, with relatively balanced representation across major institutions in Medan. In terms of purchasing power, 36% reported monthly allowances of IDR 2–4 million and 32% above IDR 5 million, suggesting adequate financial capacity and supporting the relevance of Brand Value and Service Quality considerations. Consumer behavior data reveal strong loyalty, with 68% owning more than one pair of Ventela shoes. Furthermore, 77% preferred offline purchases, underscoring the continued importance of in-store experience and direct service quality in shaping purchase decisions, alongside country-of-origin perceptions and promotional efforts.

The results of the SEM PLS analysis were then obtained from the synthesis of questionnaires from student users and buyers of Vantela Shoes from 10 universities in Medan City.

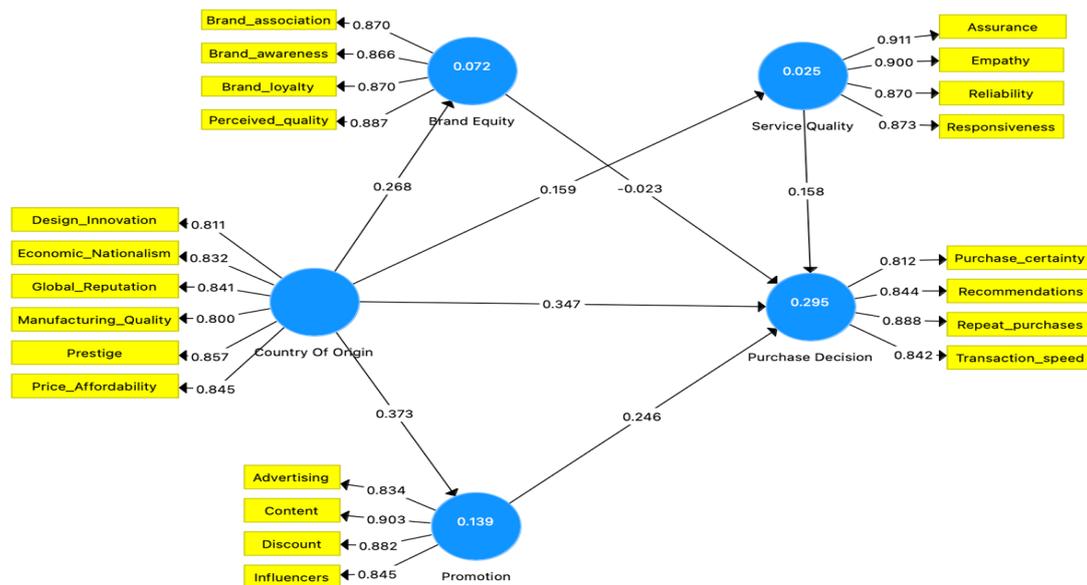


Fig 1. The results of the SEM PLS

Results of the Analysis SEM PLS

Table 2 illustrates that all loading factors showing values > 0.7 will be used in the model, and those below 0.7 will be removed from the model. Thus, it can be concluded that all indicators have met the convergent validity criteria [28]. Based on Table 2, all indicators demonstrate strong validity in the SEM-PLS measurement model, with factor loadings ranging from 0.800 to 0.911, exceeding the recommended threshold of 0.700. For the Country of Origin (COO) construct, the “Pride” indicator shows the highest loading (0.857), indicating that pride in using domestic products strongly reflects students’ perceptions of origin. Within Service Quality (SQ), “Assurance” (0.911) and “Empathy” (0.900) emerge as dominant dimensions, while “Content Appeal” (0.903) and “Perceived Quality” (0.887) are the strongest indicators for Promotion (P) and Brand Equity (BE), respectively. For the dependent variable Purchase Decision (PD), “Repeat Purchase” records the highest loading (0.888), highlighting behavioral loyalty as a key outcome. Overall, the consistently high loading values confirm adequate convergent and discriminant validity, indicating that the constructs are measured reliably and free from substantial bias. These results provide a robust empirical foundation for proceeding to structural model (inner model) hypothesis testing.

Table 2. Variable Factor Loading Values

Variabel	Indicator Construct	COO	BE	SQ	P	PD
Country Of Origin (COO)	Manufacturing Quality	0.800				
	Design Innovation	0.811				
	Pride	0.857				
	Economic Nationalism	0.832				
	Global Reputation	0.841				
	Price Appropriateness	0.845				
Brand Equity (BE)	Brand Awareness		0.866			
	Brand Association		0.870			
	Perceived Quality		0.887			
	Brand Loyalty		0.870			
Service Quality (SQ)	Reliability			0.870		
	Responsiveness			0.873		
	Assurance			0.911		
	Empathy			0.900		
Promotion (P)	Advertising Reach				0.834	
	Content Appeal				0.903	
	Discount Intensity				0.882	
	Influence of Influencers				0.845	
Purchase Decision (PD)	Purchase Certainty					0.812
	Transaction Speed					0.842
	Repeat Purchases					0.888
	Recommendations					0.844

Table 3. Results of Convergent Validity and Reliability

Variable	Cronbach's Alpha	rho_A	CR	AVE
Country Of Origin (X1)	0.911	0.914	0.930	0.691
Brand Equity (Z1)	0.896	0.900	0.928	0.763
Service Quality (Z2)	0.914	0.969	0.938	0.790
Promotion (Z3)	0.889	0.890	0.923	0.751
Purchase Decision (Y1)	0.868	0.874	0.910	0.790

Source: SEM-PLS Processing Results, 2025 (Processed by Researchers)

Reliability testing was conducted to ensure the accuracy and consistency of the measurement instrument by examining Cronbach's alpha and Composite Reliability (CR) coefficients, with acceptable thresholds set at ≥ 0.70 [28]. The SEM-PLS outer model evaluation indicates that all constructs—Country of Origin, Brand Equity, Service Quality, Promotion, and Purchase Decision—achieved strong convergent validity, as reflected by AVE values ranging from 0.691 to 0.790, exceeding the recommended 0.50 threshold. Service Quality and Purchase Decision demonstrated the highest AVE (0.790), indicating that more than 79% of indicator variance is explained by their respective constructs. Reliability results further confirm high internal consistency, with Cronbach's alpha values above 0.60 and CR values between 0.910 and 0.938, with Service Quality showing the strongest performance ($\rho_A = 0.969$; $CR = 0.938$). These findings indicate that the instrument is stable and capable of producing consistent results across repeated measurements. Overall, the strong validity and reliability evidence provides a robust foundation for subsequent structural model and moderation analyses, ensuring that the findings reflect actual consumer behavior rather than measurement error.

Table 4. Heterotrait-Monotrait Ratio Value Results

Variabel	BE	COO	P	PD	SQ
Brand Equity (BE)					
Country Of Origin (COO)	0.293				
Promotion (P)	0.659	0.413			
Purchase Decision (PD)	0.293	0.510	0.459		
Service Quality (SQ)	0.323	0.162	0.298	0.283	

Source: SEM-PLS Processing Results, 2025 (Processed by Researchers)

Based on Table 4, the Heterotrait–Monotrait Ratio (HTMT) results confirm strong discriminant validity, as all inter-construct values fall below the conservative threshold of 0.85 [28]. The highest HTMT value was observed between Promotion and Brand Equity (0.659), while other relationships were substantially lower, such as Service Quality and Country of Origin (0.162), indicating clear conceptual distinctions among constructs. Additionally, the Purchase Decision variable showed HTMT values below 0.510 with all other constructs, suggesting no multicollinearity or construct overlap. These findings demonstrate that respondents can clearly differentiate between country-of-origin image, brand equity, service quality, and promotional effectiveness. The successful HTMT assessment provides strong justification to proceed with structural model and hypothesis testing. Overall, the results confirm that the research framework is empirically sound and free from measurement bias, ensuring robust and reliable path analysis outcomes.

Based on Table 5, the Fornell–Larcker Criterion confirms strong discriminant validity, as the square root of AVE for each construct exceeds its correlations with other variables. For instance, Country of Origin ($\sqrt{\text{AVE}} = 0.831$) is higher than its correlations with Brand Equity (0.268) and Purchase Decision (0.457), indicating clear construct distinctiveness. Similarly, Service Quality (0.889), Brand Equity (0.873), and Promotion (0.866) demonstrate high AVE roots relative to inter-construct correlations, confirming that these moderators represent independent dimensions. The results suggest that respondents can clearly differentiate among service quality, brand value, promotional activities, and country-of-origin perceptions. This eliminates concerns of multicollinearity and construct overlap within the model. Overall, the satisfactory discriminant validity provides a solid foundation for proceeding to structural model testing and ensures accurate estimation of the hypothesized relationships.

Table 5. Fornell-Lercker Criterion Results

Variable	BE	COO	P	PD	SQ
Brand Equity (BE)	0.873				
Country Of Origin (COO)	0.268	0.831			
Promotion (P)	0.585	0.373	0.866		
Purchase Decision (PD)	0.262	0.457	0.404	0.847	
Service Quality (SQ)	0.305	0.159	0.269	0.272	0.889

Source: SEM-PLS Processing Results, 2025 (Processed by Researchers)

Based on Table 6, the Purchase Decision construct shows an R^2 of 0.295 and an Adjusted R^2 of 0.287, indicating that 28.7% of the variance in students' purchasing decisions is explained by Country of Origin, Brand Equity, Service Quality, and Promotion. This reflects a moderate explanatory power, which is acceptable in consumer behavior research. The adjusted R^2 values for Promotion (0.137), Brand Equity (0.069), and Service Quality (0.023) are relatively low, which is reasonable given their primary role as moderating variables rather than direct predictors. The remaining variance (71.3%) may be influenced by external factors such as lifestyle trends, pricing, or social influence. Furthermore, the Q^2 predictive relevance value of 0.451 (> 0.35) indicates strong predictive capability of the model. Overall, these results confirm that the proposed framework has adequate explanatory and substantial predictive power for analyzing students' purchasing decisions toward Ventela shoes in Medan.

Table 6. R-Square Adjusted & F-Square Value Result

Variable	F-Square				R-Square	
	BE	P	PD	SQ	R^2	Adjusted
Brand Equity (BE)			0.000		0.072	0.069
Country Of Origin (COO)	0.077	0.162	0.146	0.026		
Promotion (P)			0.052		0.139	0.137
Purchase Decision (PD)					0.295	0.287
Service Quality (SQ)			0.032		0.025	0.023

Source: SEM-PLS Processing Results, 2025 (Processed by Researchers)

Based on Table 6, the f^2 effect size results indicate that Country of Origin (COO) has a medium effect on Purchase Decision ($f^2 = 0.146$), demonstrating that perceptions of local origin significantly influence students' buying decisions, although not dominantly. Promotion ($f^2 = 0.052$) and Service Quality ($f^2 = 0.032$) exhibit small direct effects, while Brand Equity shows no substantial direct effect on Purchase Decision.

These findings suggest that although moderating variables contribute positively, their direct influence remains limited within the structural model. Notably, the effect of COO on Promotion ($f^2 = 0.162$) falls within the medium category, indicating that country-of-origin image can be effectively leveraged through promotional strategies. Overall, the results highlight COO as the primary strategic driver, with other variables serving as complementary enhancers in shaping purchasing decisions.

Table 7. Model Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.057	0.130
d_ ULS	0.824	4.260
d_ G	0.510	0.620
Chi-Square	1172.508	1326.812
NFI	0.812	0.787
rms Theta	0.167	

Model fit was evaluated using SRMR, NFI, RMS Theta, and additional discrepancy indices following established PLS-SEM criteria. The SRMR value of 0.057 falls below the recommended threshold of 0.08, indicating good model fit, while the NFI value of 0.812 suggests acceptable comparative fit relative to the null model. The d_ ULS (0.824) and d_ G (0.510) values further indicate no substantial discrepancy between the sample and predicted covariance matrices. Although the RMS Theta value (0.167) slightly exceeds the ideal threshold, this is common in complex models with moderating variables and does not substantially undermine overall model adequacy. The Chi-square value reflects model complexity and sample size rather than poor fit. Overall, the model demonstrates acceptable goodness-of-fit and is methodologically appropriate for proceeding to structural hypothesis testing.

Table 8. Hypothesis Relationship Results

Hypothesis	Relation	O	M	STDEV	STDEV	P-Value	Sig.
H 1	COO → BE	0.268	0.272	0.056	4.825	0.000	+
H 2	COO → P	0.373	0.377	0.066	5.613	0.000	+
H 3	COO → SQ	0.159	0.167	0.068	2.338	0.020	+
H 4	COO → PD	0.347	0.339	0.064	5.407	0.000	+
H 5	BE → PD	-0.023	-0.019	0.050	0.467	0.641	-
H 6	P → PD	0.246	0.247	0.063	3.920	0.000	+
H 7	SQ → PD	0.158	0.162	0.045	3.534	0.000	+
H 8	COO → BE → PD	-0.006	-0.005	0.014	0.451	0.653	-
H 9	COO → P → PD	0.092	0.094	0.032	2.842	0.005	+
H 10	COO → SQ → PD	0.025	0.027	0.014	1.768	0.078	-

Note: COO (Country of Origin), BE (Brand Equity), P (Promotion), SQ (Service Quality), PD (Purchase Decision).

Based on the results of hypothesis testing in Table 8, many direct relationships in the model proved significant. Country of Origin (COO) has a positive and significant effect on Brand Equity ($\beta = 0.268$; $p = 0.000$), Promotion ($\beta = 0.373$; $p = 0.000$), Service Quality ($\beta = 0.159$; $p = 0.020$), and directly on Purchase Decision ($\beta = 0.347$; $p = 0.000$). These results indicate that perceptions of the country of origin of Indonesian products consistently strengthen perceptions of brand value, promotional activities, service quality, and encourage students' purchasing decisions. In addition, Promotion ($\beta = 0.246$; $p = 0.000$) and Service Quality ($\beta = 0.158$; $p = 0.000$) also proved to have a significant positive effect on Purchase Decision. In contrast, Brand Equity did not significantly influence Purchase Decision ($\beta = -0.023$; $p = 0.641$), indicating that brand value does not directly influence purchase decisions in this context. In testing the mediation effect, only the COO to Promotion to Purchase Decision path proved significant ($\beta = 0.092$; $p = 0.005$), indicating that promotion can be an effective mediator in strengthening the influence of country-of-origin image on purchase decisions. Meanwhile, mediation through Brand Equity ($\beta = -0.006$; $p = 0.653$) and Service Quality ($\beta = 0.025$; $p = 0.078$) was not significant. These findings confirm that in the student market in Medan City, promotional strategies are the most strategic instrument for optimizing positive perceptions of local products like Ventela, while strengthening brand equity and service quality play more of a supporting role than a primary mediator in driving purchase decisions.

Discussion

The test results show that Country of Origin (COO) has a positive and significant effect on Brand Equity ($\beta = 0.268$; $p = 0.000$), thus the hypothesis is accepted. This finding confirms that students' perceptions of the country of origin of Indonesian products can increase Ventela's brand value in the local market. The image of the country of origin serves as a signal of quality and credibility that strengthens brand associations in the minds of consumers. These results are in line with research by Diamantopoulos et al. [31], which states that country image contributes to the formation of brand equity. However, several studies have found that the effect of COO can weaken when consumers focus more on the intrinsic attributes of the product than the country of origin [32]. Thus, in the context of the student market in Medan, local product image remains an important factor in building brand equity. Country of Origin was shown to have a positive and significant effect on Promotion ($\beta = 0.373$; $p = 0.000$), thus the hypothesis was accepted. These results indicate that positive perceptions of local products strengthen the effectiveness of the implemented promotional strategy. A strong country of origin image can be a persuasive promotional narrative in marketing communications. This finding is supported by a study by Chattalas et al. [33], which stated that country image can increase the effectiveness of promotional messages. However, other research shows that the influence of COO in promotions can be reduced in younger generations who are more global-oriented [34].

In the context of students in Medan, local identity is still relevant as part of a marketing communications strategy. Country of Origin has a positive and significant effect on Service Quality ($\beta = 0.159$; $p = 0.020$), thereby supporting the hypothesis. These results indicate that perceptions of country of origin contribute to consumer expectations of service quality. Consumers tend to associate the country of origin's reputation with the brand's service standards. This finding is consistent with research by Herz and Diamantopoulos [35], which states that country image influences overall quality perceptions. However, several studies show that service quality is more influenced by direct experience than country of origin image [36]. Therefore, although significant, the effect of COO on service quality is moderate. Country of Origin had a positive and significant effect on Purchase Decision ($\beta = 0.347$; $p = 0.000$), thus the hypothesis was accepted. These results confirm that the image of local Indonesian products can directly influence students' purchasing decisions. COO acts as a heuristic cue in the consumer evaluation process. This finding aligns with research by Xie et al. [37], which showed that country image significantly influences purchase intention and decision. However, some studies have shown that the effect of COO can weaken in low-involvement product categories [38]. In the context of local footwear, national image remains a significant determinant of purchasing decisions. Brand equity did not significantly influence purchase decisions ($\beta = -0.023$; $p = 0.641$), the hypothesis was rejected.

These results indicate that Ventela's brand value is not yet strong enough to directly influence students' purchasing decisions. Student consumers may be more sensitive to price and promotional factors than to perceived brand value. This finding differs from studies by Aaker and Buil et al. [39], [40], which found that brand equity positively influences purchasing decisions. However, other studies have shown that in price-sensitive markets, brand equity is not always the primary determinant [41]. Therefore, in the Medan student market, brand equity is not yet a dominant factor. Promotion has a positive and significant effect on Purchase Decision ($\beta = 0.246$; $p = 0.000$), thus the hypothesis is accepted. These results indicate that promotional activities play a strategic role in driving purchases. College students tend to be responsive to discounts, digital campaigns, and endorsements. This finding is supported by research by Dwivedi et al. [42], which states that digital promotions are effective in increasing purchasing decisions among the younger generation. However, several studies have shown that excessive promotion can reduce long-term quality perceptions [43]. In this context, promotions have proven to be a key factor in the student market. Service quality has a positive and significant effect on purchase decisions ($\beta = 0.158$; $p = 0.000$), thereby supporting the hypothesis.

These results indicate that service quality remains a consideration for students when purchasing shoes. Good service increases customer satisfaction and trust. This finding aligns with research by Mardani et al and Yas et al [44], [45], which states that service quality contributes to purchasing decisions. However,

several studies have shown that for fashion products, emotional factors are often more dominant than service [46]. Thus, service quality plays a supporting role in purchasing decisions. Brand equity's mediation of the relationship between COO and purchase decision was insignificant ($\beta = -0.006$; $p = 0.653$), the hypothesis was rejected. These results indicate that although COO influences brand equity, this influence does not continue to affect purchase decisions. Brand value has not been able to translate the country-of-origin image into concrete decisions. This finding differs from the study by Buil et al. [40], which found significant mediation by brand equity. However, the study by Foroudi et al. showed that brand equity mediation can weaken in low-involvement markets [41]. Therefore, brand equity is not yet an effective mediator in this context. Promotion mediation was significant in the relationship between COO and Purchase Decision ($\beta = 0.092$; $p = 0.005$), thus the hypothesis was accepted.

These results indicate that the country-of-origin image can be optimized through promotional strategies to increase purchasing decisions. Promotion acts as a reinforcing mechanism for positive perceptions of local products. This finding is consistent with research by Dwivedi et al., which emphasizes the importance of marketing communications in mediating brand perceptions [42]. These results also support the stimulus–organism–response theory in consumer behavior. Thus, promotion is the most effective mediator in this model. Service quality mediation was not significant ($\beta = 0.025$; $p = 0.078$), so the hypothesis was rejected. These results indicate that service quality has not been able to indirectly strengthen the influence of the COO on purchasing decisions. Although directly significant, its role as a mediator is still weak. This finding differs from the research by Mardani et.al and Yas et.al, which found a mediating role for service quality [44], [45]. However, in the context of student fashion products, emotional experience and promotion are more dominant than service [46]. Therefore, service quality acts as a supporting factor, not a primary mediator.

IV. CONCLUSION

This study demonstrates that country of origin has a positive and significant impact on brand equity, promotion, service quality, and purchasing decisions in the footwear market in Medan City. These results reinforce the country image theory, which states that perceptions of country of origin influence consumer evaluations of brands and products [16], [47]. Furthermore, promotion and service quality were shown to significantly influence purchasing decisions, consistent with the findings of Zeithaml et al. and Keller that marketing communications and service experiences shape consumer behavioral responses [48], [49]. However, brand equity does not directly influence purchasing decisions, so not all brand value dimensions automatically drive transaction decisions. Indirectly, only promotion significantly mediates the relationship between country of origin and purchasing decisions. Therefore, the results of this study confirm that, in the context of college students as consumers, marketing communications are more dominant than brand value perceptions in driving purchasing decisions. These findings suggest that country of origin perceptions serve as an initial stimulus that shapes perceptions of quality and promotional strategies, but purchasing decisions are more influenced by tactical factors directly perceived by consumers. These results align with the hierarchy of effects model and consumer behavior theory, which emphasizes the importance of marketing stimuli in driving purchase decisions [50].

The insignificant direct effect of brand equity on purchase decisions suggests that student consumers tend to consider functional and promotional aspects over brand symbolism. This also indicates that brand strength needs to be supported by an effective communication strategy to impact purchase decisions. Empirically, this study expands the literature on the mediating role of country of origin and consumer behavior in emerging markets. Thus, local market context and respondent characteristics are important factors in explaining variations in previous research results. Overall, this study concludes that the country of origin has both direct and indirect influences on purchase decisions, but the effectiveness of these influences depends on significant intervening variables, particularly promotions. Service quality also proved to be an important determinant in shaping purchase decisions, supporting the theory of service quality and consumer loyalty [48]. Meanwhile, brand equity did not demonstrate a significant direct or indirect influence on purchase decisions in this model. Therefore, marketing strategies in the footwear industry in Medan City

need to emphasize strong promotional communications and improved service quality to maximize the impact of country-of-origin perceptions. The results of this study provide theoretical contributions to the development of a country-image-based consumer behavior model, as well as practical implications for marketing management. Using a SEM-PLS data-driven approach with 384 student respondents, this study provides a clear empirical synthesis of the determinants of purchasing decisions.

Future research is recommended to expand the scope of respondents beyond students to include more diverse consumer segments in terms of age, occupation, and income level to obtain stronger generalizability. Additional variables such as price perception, lifestyle, electronic word of mouth, global brand image, and consumer trust can be added to enrich the conceptual model and enhance the explanatory power of the purchasing decision construct [47]. Future research could also examine the moderating role of factors such as consumer involvement or consumer ethnocentrism on the relationship between country of origin and purchasing decisions, as suggested in the study by Verlegh and Steenkamp [16]. Furthermore, the use of a mixed-methods approach can provide a deeper understanding of the psychological reasons behind the insignificant direct influence of brand equity. Replication of the study in different geographic regions or other product categories will help test the consistency of the findings contextually. With this development, the theoretical model regarding the influence of country of origin on purchasing decisions can be more comprehensive and have broader academic contributions and managerial implications.

V. ACKNOWLEDGMENTS

The authors express their deepest appreciation and gratitude to all fellow students who took the time to collect data for the researchers regarding users and buyers of Vantela shoes. We also thank our colleagues and marketing lecturers at the Faculty of Economics, Universitas Prima Indonesia, and the Center for Excellence in Science and Technology "Digital Business and SMEs" at Universitas Prima Indonesia. We also thank fellow lecturers from Teesside University, UK, for their valuable support in reviewing this paper, which made this research possible.

REFERENCES

- [1] B. Godey *et al.*, "Brand and country-of-origin effect on consumers' decision to purchase luxury products," *J. Bus. Res.*, vol. 65, no. 10, pp. 1461–1470, 2012, doi: 10.1016/j.jbusres.2011.10.012.
- [2] S. Chen, M. J. Wright, H. Gao, H. Liu, and D. Mather, "The effects of brand origin and country-of-manufacture on consumers' institutional perceptions and purchase decision-making," *International Marketing Review*, vol. 38, no. 2, pp. 343–366, 2021, doi: 10.1108/IMR-08-2019-0205.
- [3] M. Laroche, M. R. Habibi, M. O. Richard, and R. Sankaranarayanan, "The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty," *Comput. Human Behav.*, vol. 28, no. 5, pp. 1755–1767, 2012, doi: 10.1016/j.chb.2012.04.016.
- [4] K. N. Lemon and P. C. Verhoef, "Understanding customer experience throughout the customer journey," *J. Mark.*, vol. 80, no. 6, pp. 69–96, 2016, doi: 10.1509/jm.15.0420.
- [5] S. L. Wamba-Taguimdje, S. Fosso Wamba, J. R. Kala Kamdjoug, and C. E. Tchatchouang Wanko, "Influence of artificial intelligence (AI) on firm performance: the business value of AI-based transformation projects," *Business Process Management Journal*, vol. 26, no. 7, pp. 1893–1924, 2020, doi: 10.1108/BPMJ-10-2019-0411.
- [6] Y. K. Dwivedi, N. P. Rana, A. Jeyaraj, M. Clement, and M. D. Williams, "Re-examining the Unified Theory of Acceptance and Use of Technology (UTAUT): Towards a Revised Theoretical Model," *Information Systems Frontiers*, vol. 21, no. 3, pp. 719–734, 2019, doi: 10.1007/s10796-017-9774-y.
- [7] P. K. T. Tran, V. K. Nguyen, and V. T. Tran, "Brand equity and customer satisfaction: a comparative analysis of international and domestic tourists in Vietnam," *Journal of Product and Brand Management*, vol. 30, no. 1, pp. 180–194, 2021, doi: 10.1108/JPBM-08-2019-2540.
- [8] L. D. Hollebeek and K. Macky, "Direct Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications," *Journal of Interactive Marketing*, vol. 45, pp. 27–41, 2019, doi: 10.1016/j.intmar.2018.07.003.
- [9] M. A. Khan, S. S. Zubair, and M. Malik, "An assessment of e-service quality, e-satisfaction and e-loyalty: Case of online shopping in Pakistan," *South Asian Journal of Business Studies*, vol. 8, no. 3, pp. 283–302, 2019, doi: 10.1108/SAJBS-01-2019-0016.

- [10] S. Yellaturu and R. Gagggutara, "Mediating Role of Perceived Value Between Service Quality and Consumer Satisfaction: Evidence From Indian Online Stores," *International Journal in Management and Social Science*, vol. 09, no. 05, pp. 17–33, 2021, [Online]. Available: https://www.academia.edu/download/67467721/IJMSS2May_21_8911.pdf
- [11] T. Y. R. Syah and D. Olivia, "Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image, and E-Service Quality," *Cogent Business and Management*, vol. 9, no. 1, 2022, doi: 10.1080/23311975.2022.2065790.
- [12] M. Behnam, L. D. Hollebeek, M. K. Clark, and R. Farabi, "Exploring customer engagement in the product vs. service context," *Journal of Retailing and Consumer Services*, vol. 60, 2021, doi: 10.1016/j.jretconser.2021.102456.
- [13] J. Trivedi and R. Sama, "The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective," *Journal of Internet Commerce*, vol. 19, no. 1, pp. 103–124, 2020, doi: 10.1080/15332861.2019.1700741.
- [14] A. Dabbous, K. Aoun Barakat, and M. Merhej Sayegh, "Social Commerce Success: Antecedents of Purchase Intention and the Mediating Role of Trust," *Journal of Internet Commerce*, vol. 19, no. 3, pp. 262–297, 2020, doi: 10.1080/15332861.2020.1756190.
- [15] A. Javed and S. A. F. Hasnu, "Impact of Country-of-Origin on Product Purchase Decision Impact of Country-of-Origin on Product Purchase Decision .," *Journal of Marketing and Consumer Research*, vol. 1, no. January, pp. 31–51, 2018.
- [16] B. L. Connelly, S. T. Certo, R. D. Ireland, and C. R. Reutzel, "Signaling theory: A review and assessment," *J. Manage.*, vol. 37, no. 1, pp. 39–67, 2011, doi: 10.1177/0149206310388419.
- [17] J. Islam and Z. Rahman, "The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm," *Telematics and Informatics*, vol. 34, no. 4, pp. 96–109, 2017, doi: 10.1016/j.tele.2017.01.004.
- [18] Abror, D. Patrisia, Y. Engriani, S. Evanita, Yasri, and S. Dastgir, "Service Quality, Religiosity, Customer Satisfaction, Customer Engagement and Islamic Banks's Customer Loyalty," *Journal of Islamic Marketing*, vol. 11, no. 6, p. 15, 2020.
- [19] K. P. Zeugner-Roth, V. Žabkar, and A. Diamantopoulos, "Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behavior: A social identity theory perspective," *Journal of International Marketing*, vol. 23, no. 2, pp. 25–54, 2015, doi: 10.1509/jim.14.0038.
- [20] F. Li, J. Larimo, and L. C. Leonidou, "Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda," *J. Acad. Mark. Sci.*, vol. 49, no. 1, pp. 51–70, 2021, doi: 10.1007/s11747-020-00733-3.
- [21] J. Hillen and S. Fedoseeva, "E-commerce and the end of price rigidity?," *J. Bus. Res.*, vol. 125, no. December 2020, pp. 63–73, 2021, doi: 10.1016/j.jbusres.2020.11.052.
- [22] C. L. Wang, D. Li, B. R. Barnes, and J. Ahn, "Country image, product image and consumer purchase intention: Evidence from an emerging economy," *International Business Review*, vol. 21, no. 6, pp. 1041–1051, 2012, doi: 10.1016/j.ibusrev.2011.11.010.
- [23] H. Datta, K. L. Ailawadi, and H. J. Van Heerde, "How well does consumer-based brand equity align with sales-based brand equity and marketing-mix response?," *J. Mark.*, vol. 81, no. 3, pp. 1–20, 2017, doi: 10.1509/jm.15.0340.
- [24] F. J. Blanco-Encomienda, S. Chen, and D. Molina-Muñoz, "The influence of country-of-origin on consumers' purchase intention: a study of the Chinese smartphone market," *Asia Pacific Journal of Marketing and Logistics*, vol. 36, no. 7, pp. 1616–1633, 2024, doi: 10.1108/APJML-05-2023-0462.
- [25] N. A. S. Putri, D. Sari, and K. K. Ra'fiah, "Country of Origin, Perceived Price, and Perceived Value Effect on Purchase Intention Towards Korean Skincare Products," *Jurnal Studi Multidisiplin Ilmu*, vol. 1, no. 3, pp. 111–120, 2023, [Online]. Available: <https://doi.org/10.35912/jasmi.v1i3.3150>
- [26] J. F. Hair, D. Ortinau, and D. E. Harrison, *Essentials of Marketing Research*, 6th ed. New York: McGraw-Hill Education, 2024.
- [27] C. Fornell and D. F. Larcker, "Evaluating structural equation models with unobservable variables and measurement error," *American Marketing Association*, vol. 18, no. 1, pp. 39–50, 1981, [Online]. Available: <http://www.jstor.org/stable/3151312>
- [28] J. Henseler, C. M. Ringle, and M. Sarstedt, "A new criterion for assessing discriminant validity in variance-based structural equation modeling," *J. Acad. Mark. Sci.*, vol. 43, no. 1, pp. 115–135, 2015, doi: 10.1007/s11747-014-0403-8.

- [29] A. Diamantopoulos, A. Florack, G. Halkias, and J. Palcu, “Explicit versus implicit country stereotypes as predictors of product preferences: Insights from the stereotype content model,” *J. Int. Bus. Stud.*, vol. 48, no. 8, pp. 1023–1036, 2017, doi: 10.1057/s41267-017-0085-9.
- [30] P. Magnusson, S. A. Westjohn, and S. Zdravkovic, “‘What? I thought Samsung was Japanese’: Accurate or not, perceived country of origin matters,” *International Marketing Review*, vol. 28, no. 5, pp. 454–472, 2011, doi: 10.1108/02651331111167589.
- [31] M. Chattalas, I. T. Priyanti, and A. Z. Afiff, “National stereotype effects on high versus low-contact service expectations: branding Indonesia,” *Place Branding and Public Diplomacy*, vol. 15, no. 4, pp. 238–243, 2019, doi: 10.1057/s41254-019-00139-1.
- [32] G. Balabanis and A. Diamantopoulos, “Consumer Xenocentrism as Determinant of Foreign Product Preference: A System Justification Perspective,” *Journal of International Marketing*, vol. 24, no. 3, pp. 58–77, 2016, doi: 10.1509/jim.15.0138.
- [33] A. Diamantopoulos, M. Herz, and N. Koschate-Fischer, *The EU as superordinate brand origin: an entitativity perspective*, vol. 34, no. 2. 2017. doi: 10.1108/IMR-03-2015-0097.
- [34] A. Parasuraman, Valarie. A. Zeithaml, and A. Malhotra, “E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality,” *J. Serv. Res.*, vol. 7, no. 3, pp. 213-233., 2005, doi: 10.1177/1094670504271156.
- [35] Y. Xie, R. Batra, and S. Peng, “An extended model of preference formation between global and local brands: The roles of identity expressiveness, trust, and affect,” *Journal of International Marketing*, vol. 23, no. 1, pp. 50–71, 2015, doi: 10.1509/jim.14.0009.
- [36] N. Koschate-Fischer, A. Diamantopoulos, and K. Oldenkotte, “Are Consumers Really Willing to Pay More for a Favorable Country Image? A Study of Country-of-Origin Effects on Willingness to Pay,” *Journal of International Marketing*, vol. 20, no. 1, pp. 19–41, Jan. 2012, [Online]. Available: <http://www.jstor.org/stable/23274415>
- [37] D. A. Aaker, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press, 1991.
- [38] I. Buil, E. Martínez, and L. de Chernatony, “The influence of brand equity on consumer responses,” *Journal of Consumer Marketing*, vol. 30, no. 1, pp. 62–74, 2013, doi: 10.1108/07363761311290849.
- [39] P. Foroudi, M. T. Cuomo, M. M. Foroudi, C. S. Katsikeas, and S. Gupta, “Linking Identity and Heritage With Image and a Reputation For Competition,” *J. Bus. Res.*, vol. 113, pp. 317–325, 2020, doi: 10.1016/j.jbusres.2019.09.042.
- [40] Y. K. Dwivedi *et al.*, “Setting the future of digital and social media marketing research: Perspectives and research propositions,” *Int. J. Inf. Manage.*, vol. 59, no. May 2020, p. 102168, 2021, doi: 10.1016/j.ijinfomgt.2020.102168.
- [41] A. F. Villarejo-Ramos and M. J. Sanchez-Franco, “The impact of marketing communication and price promotion on brand equity,” *Brand Management*, vol. 12, no. 6, pp. 431–444, 2005.
- [42] A. Mardani, A. Jusoh, E. K. Zavadskas, Z. Khalifah, and K. M. D. Nor, “Application of multiple-criteria decision-making techniques and approaches to evaluating of service quality: a systematic review of the literature,” *Journal of Business Economics and Management*, vol. 16, no. 5, pp. 1034–1068, 2015, doi: 10.3846/16111699.2015.1095233.
- [43] H. Yas, A. Jusoh, A. Abbas, and A. Mardani, “a Review and Bibliometric Analysis of Service Quality and Customer,” *International Journal of Management (IJM)*, vol. 11, no. 8, pp. 459–470, 2020, doi: 10.34218/IJM.11.8.2020.044.
- [44] P. Ferreira, P. Rodrigues, and P. Rodrigues, “Brand Love as Mediator of the Brand Experience-Satisfaction-Loyalty Relationship in a Retail Fashion Brand,” *Management and Marketing*, vol. 14, no. 3, pp. 278–291, 2019, doi: 10.2478/mmcks-2019-0020.