

## DAFTAR PUSTAKA

### Buku

- Assauri, Sofjan. *Manajemen Pemasaran Dasar, Konsep, dan Strategi*. Jakarta: PT. Rajagrafindo Persada. 2013.
- Berman, Barry and Joel R. Evans. *Marketing Management, A Strategic Approach Tenth Edition*. USA: Pearson Prentice Hall. 2007.
- Blackwell, Roger D, Paul W. Miniard dan James F.Engel. *Consumer Behavior*. USA: Cengage Learning. 2012.
- Evans, Martin, Ahmad Jamal and Gordon Foxall, *Consumer Behavior Second Edition* USA:Jhon Wiley and Sons. 2009.
- Hawkins and Mothershough. *Consumer Behavior Building Marketing Strategy Twelfth Edition*. New York: McGraw-Hill Companies. 2013.
- Holbrook, Morris B. *Consumer Value A Framework For Analysis and Research*. New York: Routledge. 1999.
- Hoyer, Wayne D. Deborah J. Maclnnis and Rik Pieters. *Consumer Behavior Sixth Edition*. South Western: Cengage Learning. 2013.
- Huddleston, Patricia and Stella Minahan. *Consumer Behavior Women and Shopping*. New York: Business Expert Press. 2011.
- Hult, G. Tomas M, Willian M. Pride and O. C. Ferrel. *Marketing 17<sup>th</sup> International Edition*. South-Western: Cengage Learning. 2014.
- Jannie, Dyah Nirmala Arum. *Statistik Deskriptif & Regresi Linier Berganda Dengan SPSS*. Semarang: Semarang University Press. 2012.
- Kotler, Philip and Gary Armstrong. *Principles Of Marketing Fifteenth Edition*. New Jersey:Pearson Pretice Hill. 2014.
- Kotler, Philip and Gary Armstrong. *Principles Of Marketing Ninth Edition*. New Jersey:Pearson Pretice Hill. 2001.
- Kuncoro, Mudrajad. *Metode Kuantitatif: Teori dan Aplikasi untuk Bisnis dan Ekonomi*. Yogyakarta: UPP Sekolah Tinggi Ilmu Manajemen YKPN. 2011.
- Lantos, Geoffrey P. *Consumer Behavior in Action Real-Life Applications for Marketing Managers* USA: M.E.Starge Inc. 2011.

- Levy, Michael, Barton Weitz and Grewal. *Retailing Management 9<sup>th</sup> Edition*. New York: McGraw Hill Education. 2013.
- Loudon, David L dan Albert J. Della Bitta. *Consumer Behavior Concepts and Application*. USA: McGraw-Hill Education. 2001.
- Maolani, Rukaesih A. *Metode Penelitian Pendidikan*. Jakarta: FPMIPA Universitas Negeri Jakarta. 2010.
- Marshall, Greg W. and Mark W. Johnston. *Marketing Management 2th Edition*. New York: McGraw-Hill Education. 2015.
- Morissan. *Metode Penelitian Survei*. Jakarta: Kencana Prenadamedia Group. 2012.
- Mowen, John C. Minor and Donovan *Consumer Behavior*. USA: Chicago Business Press. 2016.
- Nurgiyantoro, Burhan & Gunawan, Marzuki. *Statistik Terapan: Untuk Penelitian Ilmu Sosial*. Yogyakarta: Gadjah Mada University Press. 2017.
- Peter, J. Paul and Jerry C. Olson. *Perilaku Konsumen dan Strategi Pemasaran Edisi 9 Buku 2*. Jakarta: Salemba Empat. 2014.
- Solomon, Michael R. *Consumer Behavior Buying, Having and Being Tenth Edition*. New York: Pearson Education. 2013.
- Solomon, Michael R. *Consumer Behavior Buying, Having and Being 12<sup>th</sup> Edition*. New York: Pearson. 2016.
- Somad, Rismi dan Doni Junni Priansa. *Manajemen Komunikasi Mengembangkan Bisnis Berorientasi Pelanggan*. Alfabeta: Bandung. 2014.
- Sugiyono. *Metode Penelitian Administrasi: Dilengkapi Dengan Metode R&D*. Bandung: Alfabeta. 2010.
- Sugiyono. *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta. 2009.
- Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods)* Bandung: Alfabeta. 2017.
- Sunyoto, Danang. *Praktik Riset Perilaku Konsumen : Teori Kuesioner, Alat dan Analisis Data*. Yogyakarta: CAPS. 2014.
- Utami, Christina. *Manajemen Ritel Strategi Dan Implementasi Operasional Bisnis Ritel Modern Di Indonesia*. Jakarta: Salemba Empat. 2010.

Walters, C. Glenn dan Blaise J. Bergiel. *Consumer Behavior A Decision Making Approach*. Ohio: South Western Publishing Co. 1989.

Winer, Russell S. *Marketing Management*. New Jersey: Prentice Hall. 2000.

## Jurnal

Amanah, Dita dan Stephany P. Pelawi dengan judul **“Pengaruh Promosi Penjualan (*Sales Promotion*) dan Belanja Hedonis (*Hedonic Shopping*) Terhadap *Impulsive Buying* Produk Matahari Plaza Medan Fair”**. *Jurnal Quonomic* Volume 3, Nomor 2, Oktober 2015, ISSN No. 2339-2037, h. 10 – 18.

Chaudhuri, Sumana dengan judul **“A Study On The Impact Of Hedonic Shopping Value On Impulse Buying Among Consumers In Kolkata”**. *Journal of Arts, Science & Commerce*, Volume 4, 2, April 2015, ISSN: 2231-4172, h. 159 – 166.

Darmayasa, Ni Made Intan Agustina Ariani dan I Putu Gde Sukaatmadja dengan judul **“Analisis Pengaruh *Store Atmosphere* Dan *Sales Promotion* Terhadap *Emotional Shopping* Dan *Impulse Buying Behavior*”**. E-Jurnal Manajemen Unud, Volume 6, Nomor 11, 2017, ISSN : 2302-8912, h. 6061-6089.

Ibrahim, Julianto Yahya, Ratih Tresnati dan Septiana Estri Mahani dengan judul **“Pengaruh *Hedonic Shopping Motivation* terhadap *Impulse Buying* pada Distro Kizaru di Kota Bandung”**. *Jurnal Manajemen*, Volume 3, Nomor 1, 2017, ISSN: 2460-6545, h. 421 – 426.

Nagadeepa, C, J. Tamil Selvi dan Pushpa A dengan judul **“Impact of Sale Promotion Techniques on Consumers’ Impulse Buying Behaviour towards Apparels at Bangalore”**. *Asian Journal of Management Sciences & Education*, Volume 4, Nomor 1, January 2015, ISSN: 2186-8441, h. 116 – 124.

Temaja, I Km. Wisnu Bayu. Gede Bayu Rahanatha dan Ni Nyoman Kerti Yasa dengan judul **“Pengaruh *Fashion Involvement*, *Atmosfer Toko* Dan *Promosi Penjualan* Terhadap *Impulse Buying* Pada Matahari *Department Store* Di Kota Denpasar”**. E-Jurnal Manajemen Unud, Volume 4, Nomor 6, 2015, ISSN: 2302-8912, h. 1466-1482.

Tikker, Aprilyan Bionita dan Merinda Pandowo dengan judul **“The Effect Of Hedonic Motives And Shop Environment On impulse Buying In Manado Towards Retailer Stores (Case At Matahari Dept. Store)”**. *Jurnal EMBA*, Volume 4, Nomor 1, Maret 2016, ISSN: 2303-1174, h. 1274-1282.

## Internet

- Andi, Dimas. *Matahari Department Store (LPPF) perlu evaluasi strategi penjualan daring*. 7 November 2018. (<https://investasi.kontan.co.id/news/matahari-department-store-lppf-perlu-evaluasi-strategi-penjualan-daring>).
- Badan Ekonomi Kreatif. *Hasil Survei Kontribusi PDB Ekonomi Kreatif Menurut Subsektor*. 31 Juli 2018. (<http://www.bekraf.go.id/>).
- Binsasi, Krisantus de Rosari. *Labanya Matahari Department Store (LPPF) meredup di akhir kuartal III 2018*. 31 Oktober 2018. (<https://investasi.kontan.co.id/news/labanya-matahari-department-store-lppf-meredup-di-akhir-kuartal-iii-2018>).
- Haryanto, Rachman. *Penjualan Ritel Anjlok Karena Konsumsi Masyarakat Rendah*. 13 September 2017. (<https://finance.detik.com/berita-ekonomi-bisnis/d-3640371/penjualan-ritel-anjlok-karena-konsumsi-masyarakat-rendah>).
- Indriani, Ririn. *Permintaan Tinggi, Centro Department Store Buka Cabang Kedua di Depok*. 2 Januari 2019. (<https://www.suara.com/pressrelease/2019/01/02/111135/permintaan-tinggi-centro-department-store-buka-cabang-kedua-di-depok>).
- Laporan Tahunan 2015 PT Matahari Department Store Tbk. *PT Matahari Department Store, Tbk Laporan Tahunan 2015*. 8 Februari 2019. (<http://annualreport.id/annualreport/pt-matahari-department-store,-tbk-laporan-tahunan-2015>).
- Matahari. *PT Matahari Department Store Tbk*. 24 April 2019. (<http://www.matahari.co.id/id/about>).
- Nurfitriyani, Annisa. *Daya Beli Melemah, Keuntungan Matahari Department Store Rp1,9 T di 2017*. 28 Februari 2018. (<https://www.wartaekonomi.co.id/read172033/daya-beli-melemah-keuntungan-matahari-department-store-rp19-t-di-2017.html>).
- TOP Brand. *Kategori Department Store*. 6 Februari 2019. (<http://www.topbrand-award.com/>).