

DAFTAR PUSTAKA

- Berman, Barry dan Joel R. Evans. *Marketing Management: A Strategic Approach, 10th Edition*. USA: Pearson Prentice Hall. 2007.
- Bhalla, Swati dan Anuraag S. *Visual Merchandising*. New Delhi: Tata Mcgraw Hill. 2010.
- Blackwell, Roger D., Paul W. Miniard dan James F. Engel. *Consumer Behavior, 10th Edition*. Canada: Thomson South-Western. 2006.
- Djaali dan Pudji Muljono. *Pengukuran Dalam Bidang Pendidikan*. Jakarta : Grasindo. 2008.
- Dunne, Patrick M., Robert F. Lusch., dan David A. Griffith. *Retailing, 4th Edition*. USA: Harcourt Inc. 2002.
- Ebster, Claus dan Marion Garaus. *Store Design And Visual Merchandising*. New York: Business Expert Press. 2011.
- Evans, Martin., Ahmad Jamal., dan Gordon Foxall. *Consumer Behaviour, 2nd Edition*. USA : Wiley. 2009.
- Griner, Charles. *Floriculture Designing and Merchandisin, 3rd Edition*. New york: Delmar Cengage Learning. 2011.
- Hawkins, Del I., Roger J. Best., dan Kenneth A.Coney. *Building Marketing Strategy, 9th Edition*. USA: McGraw Hill Companies. 2004.
- Khandai , Sujata. Bhawna Agrawal dan Anju Gulla. “*Visual Merchandising As An Antecedent To Impulse Buying: An Indian Perspective*”, International Journal of Business and Management Studies, 2012, hal. 267-277, (ISSN: 2158-1174).
- Kumar, S. Ramesh. *Consumer Behaviour and Branding: Concepts, Readings, And Cases*. India: Dorling Kindersley Pvt. Ltd. 2009.

- Levy, Michael dan Barton. A. Weitz. *Retailing Management. 4th Edition*. New York: McGraw-Hill. 2001.
- _____. *Retailing Management. 8th Edition*. New York: McGraw Hill. 2012.
- Ma'ruf, Hendri. *Pemasaran Ritel*. Jakarta: PT. Gramedia Pustaka Utama. 2005.
- Madaan, K.V.S., *Fundamental of Retailing*. New Delhi: Tata McGraw Hill. 2009.
- March, R dan A.G. Woodside. *Tourism Behaviour: Traveller's Decisions and Action*. United Kingdom: Cabi Publishing. 2005.
- Miryala, Ramesh Kumar. *Changing Paradigms Of Rural Management*. Hyderabad: Zenon Academic Publishing. 2013.
- Moayery, Meysam. Samar Zamani dan Hosein Vazifehdoust. "Effect of Visual Merchandising on Apparel Impulse Buying Behaviors among Iranian Young Adult Females", *Indian Journal of Science and Technology*, Maret 2014, 7(3), hal. 360-366, (E-ISSN: 0974-5645, ISSN: 0974-6846).
- Mowen, John C dan Michael Minor. *Perilaku Konsumen. Jilid 2*. Jakarta: PT. Erlangga. 2002.
- Pegler, Martin M. *Visual Merchandising and Display. 5th Edition*. China: Fairchild. 2010.
- _____. *Visual Merchandising And Display, 6th Edition*. Canada: Fairchild Books. 2012.
- Pradhan, Swapna. *Retailing Management: Text and Cases*. New Delhi: Tata McGraw Hill. 2009.
- Sahni, Deepak. Vilpul Jain dan Arvind Jain. "The Impact Of Visual Merchandising On Impulsive Buying Behavior Of Young Consumers", *Asian Journal of Business And Economics*, 2014, 4 (4), hal. 1-25, (ISSN: 2319-3854).
- Sanusi, Anwar. *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat. 2013.
- Sudjana. *Metoda Statistik*. Bandung: PT Tarsito. 2005.

- Sugiyono. *Metode Penelitian Bisnis*. Bandung: Alfabeta. 2007.
- _____. *Statistika Untuk Penelitian*. Bandung : Alfabeta. 2007.
- _____. *Metode Penelitian Pendidikan*. Bandung: Alfabeta. 2013.
- Sumeisey, Gisela Maria. “*The Effect Of Visual Merchandising On Consumer Impulse Buying Behavior At The Executive Store Manado*”, Jurnal EMBA, 2014, 2 (3) , hal. 1413-1423, (ISSN: 2303-1174).
- Sutiono, Rudy Jusup. *Visual Merchandising Attraction*. Jakarta: PT Gramedia Pustaka. 2009.
- Sutrisno. *Metodologi Research*. Yogyakarta: Andi. 2004.
- Varley, Rosemary dan Mohammad Rafiq. *Principle Of Retailing. 2nd Edition*. New York : Palgrave Macmillan. 2014.
- Varley, Rosemary. *Retail Product Management*. United Kingdom: Routledge. 2014.
- Vedamani, Gibson G. *Retail Management: Functional Priciples and Practices*. Mumbai: Jaico Impression. 2012.