

## DAFTAR PUSTAKA

- Ackoff, R. L. (1953). *The Design of Social Research*. Chicago: The University of Chicago Press.
- Afaneh, J. A., Alqasa, K. M., & Ghaleb, M. M. (2023). Effect of perceived service quality dimensions on customer satisfaction in Saudi retail stores: Exploring the moderating role of consumer culture. *Transnational Marketing Journal*, 1-16. <https://doi.org/10.58262/tmj.v11i1.100>.
- Aulia, D. (2017). Pengaruh Consumer Ethnocentrism Terhadap Keputusan Pembelian Makanan Padang Di Dki Jakarta. *perpustakaan.upi.edu*, 1-10.
- Barber, N., Goodman, R. J., & Goh, B. K. (2011). Restaurant consumers repeat patronage: A service quality concern. *International Journal of Hospitality Management*, 329-336.
- Bamfo, B. A., Simon, C., Dogbe, K., & Mingle, H. (2018). Cogent Business & Management Abusive customer behaviour and frontline employee turnover intentions in the banking industry: The mediating role of employee satisfaction Abusive customer behaviour and frontline employee turnover intentions in the banking industry: The mediating role of employee satisfaction. *Cogent Business & Management*, 5(1), 1-15. <https://doi.org/10.1080/23311975.2018.1522753>
- Borualogo, I. S., Qodariah, S., Coralia, F., Prasiwi, Y., Ramdani, R., & Jamhur, M. E. (2015). Studi Mengenai Perbedaan Jenis Kelamin Pada Proses Akulturasi Dan Adaptasi Mahasiswa Perantau Etnik Batak Dan Minang Di Bandung (Suatu Tinjauan Psikologi Lintas Budaya) . *Prosiding Seminar Nasional Penelitian dan PKM Kesehatan* .
- BPS, & Kemendagri. (2020). *Berita Resmi Statistik: Hasil Sensus Penduduk 2020*. Jakarta: BPS.
- Breweton, P., & Millward, L. (2001). *Organizational Research Methods*. London: Sage. <https://doi.org/10.4135/9781849209533>.
- Camacho, L. J., Salazar-Concha, C., & Ramírez-Correa, P. (2020). The Influence of Xenocentrism on Purchase Intentions of the Consumer: The Mediating Role of Product Attitudes. *Sustainability*, 1-12. DOI:10.3390/su12041647.
- Conjointly. (2022, Juni 22). *Two-Group Experimental Designs*. Retrieved from Conjointly: <https://conjointly.com/kb/two-group-experimental-designs/>

- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention . *Journal of Business Research*, 122, 608-620.
- Ellena, R., & Nongkynrih, K. A. (2017). Changing gender roles and relations in food provisioning among matrilineal Khasi and patrilineal Chakhesang Indigenous rural People of North-East India. *Maternal & child nutrition*, 13, 1-14. <https://doi.org/10.1111/mcn.12560>.
- Ellitan, L., & Sonbay, R. R. (2022). Keterkaitan antara Service Quality, Customer Satisfaction, Customer Loyalty dan Perceived Value: Kasus Handphone Merk Samsung di Surabaya. *Jurnal Ilmiah Ilmu Pendidikan*, 5 (11), 4813-4822.
- Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Semarang: BPUNDIP.
- Firsova, N., & Vaghely, I. (2018). Strategic Options to Cultural Risk Management: A Theoretical Framework. *Universal Journal of Management*, 6(7), 248 - 262. DOI: 10.13189/ujm.2018.060703.
- Gaur, S. S., Herjanto, H., Sharma, P., & Kingshott, R. P. (2017). Impact of frontline service employees' acculturation behaviors on customer satisfaction and commitment in intercultural service encounters. *Journal of Service Theory and Practice*, 1105-1121.
- Haro, A., Oktaviana, D., Dewi, A. T., & Anisa, W. (2020). The Influence of Brand Image and Service Quality towards Purchase Intention and Its Impact on the Purchase Decision of Samsung Smartphone. *International Conference on Economics, Business and Economic Education 2019, 2020*, 329-336. <https://doi.org/10.18502/kss.v4i6.6609>
- Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context . *Online Readings in Psychology and Culture*, 2(1).
- Irrmann, O. (2010). Culture as Communication: A Theory of Perception and Dissonance in Intercultural Interaction. *International Conference on Intercultural Collaboration* (pp. 87-92. DOI: 10.1145/1841853.1841867 ). Espoo: Aalto University- SimLab.
- Kipnis, E., Broderick, A., & Demangeot, C. (2014). Consumer multiculturalization: Consequences of multi-cultural. *Consumption Markets & Culture* , 231-253. <https://doi.org/10.1080/10253866.2013.778199>.
- Koentjaraningrat. (2005). *Pengantar Antropologi II – Pokok-pokok Etnografi*. Jakarta: Rineka Cipta.

- Kotler, P., & Keller, K. L. (2016). *Marketing management. 15th edition*. Harlow: Pearson Education.
- Matsumoto, D. (2004). *Psychology from a Cultural Perspective*. Illinois: Waveland Press, Inc.
- Matsumoto, D. (2007). Culture, Context, and Behavior. *Journal of Personality*, 75(6), 1286-1320. DOI: 10.1111/j.1467-6494.2007.00476.x.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 267-273.
- Montaño, D. E., & Kasprzyk, D. (2015). Theory of Reasoned Action, Theory of Planned Behavior, and the Integrated Behavioral Model. Dalam B. K. Rimer, K. Glanz, & K. Viswanath, *Health Behavior: Theory, Research, and Practice* (hal. 95-124). San Francisco: Jossey-Bass Wiley.
- Nofrima, S., Sudiar, S., & Purnomo, E. P. (2021). How Javanese Culture Shaping Political Ideology (Case Study of the People in Yogyakarta). *Jurnal Ilmiah Peuradeun*, 435-450.
- OECD, & WB. (2019, 6 21). *GDP (current US\$) - Indonesia*. Diambil kembali dari The World Bank: <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?locations=ID>
- Oh, E., Lee, J., & Shin, M. (2020). An Investigation of Korean Consumers' Service Quality Perception of Imported Retail Services: Implications of Consumer Ethnocentrism. *GLOBAL BUSINESS & FINANCE REVIEW*, 33-47. <https://doi.org/10.17549/gbfr.2020.25.1.33>.
- Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64, 12-40.
- Purwanto, E. (2020). *Pengantar Bisnis Era Revolusi Industri 4.0*. Sasanti Institute. <http://repository.upnjatim.ac.id/82/7/BUKU PENGANTAR BISNIS.pdf>
- Riyadi, A. (2019). Merantau: Sebuah pilihan atau keterpaksaan? Studi supir angkutan kota perantau Batak Angkola-Mandailing di Kota Bandung. *Indonesian Journal of Social Science Education*, 1(1), 35-48.
- Rod, M., Ashill, N. J., & Gibbs, T. (2016). Customer perceptions of frontline employee

- service delivery: A study of Russian bank customer satisfaction and behavioural intentions. *Journal of Retailing and Consumer Services*, 30, 212–221. <https://doi.org/10.1016/j.jretconser.2016.02.005>
- Safitri, N. E., Zahra, A., & Adriani, M. (2016). Spoken Language Identification with Phonotactics Methods on Minangkabau, Sundanese, and Javanese Languages. *Spoken Language Technology for Under-resourced Languages 2016* (pp. 182-187). Yogyakarta: Procedia Computer Science.
- Saguni, F. (2014). PEMBERIAN STEREOTYPE GENDER . *MUSAWA*, Vol. 6 No. 2, 195-224.
- Schepers, J. J. L., & Borgh, M. van der. (2020). A Meta-Analysis of Frontline Employees ' Role Behavior and the Moderating Effects of National Culture. *Journal of Service Research*, 23(3), 255–280. <https://doi.org/10.1177/1094670520918669>
- Shabrin, N., Khandaker, S., Kashem, S. B., Hie, C. K., & Susila, T. (2017). Factors Affecting Smartphone Purchase Decisions of Generation-Y. *The Journal of Contemporary Issues in Business and Government*, 47-65.
- Shadish, W. R., Cook, T. D., & Campbell, D. T. (2002). *Experimental and quasi-experimental designs for generalized causal inference*. Houghton: Mifflin and Company.
- Shankarmahesh, M. N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), 146–172. <https://doi.org/10.1108/02651330610660065>.
- Silviana, D., & Musadieg, M. A. (2017). Pentingnya Pemahaman Lintas Budaya Dalam Negosiasi Bisnis. *Jurnal Administrasi Bisnis (JAB)*, 49(1), 44–49. <https://media.neliti.com/media/publications/136337-ID-pntingnya-pmahaman-lintas-budaya-dalam-p.pdf>
- Sujalu, A. P., Nazarudin, I., Bakrie, L. I., & Milasari, L. A. (2020). *Statistika Ekonomi 1* (1st ed.). Zahir Publishing. [https://books.google.co.id/books?id=RIAjEAAQBAJ&pg=PA221&hl=id&source=gbs\\_selected\\_pages&cad=2#v=onepage&q&f=false](https://books.google.co.id/books?id=RIAjEAAQBAJ&pg=PA221&hl=id&source=gbs_selected_pages&cad=2#v=onepage&q&f=false)
- Sun, L. B., & Qu, H. (2011). Is There Any Gender effect on the Relationship Between Service Quality and Word-of-Mouth? *Journal of Travel & Tourism Marketing*, 210-224. <https://doi.org/10.1080/10548408.2011.546215>.
- Tian, K., & Borges, L. (2011). *Cross-Cultural Issues in Marketing Communications: An*

Anthropological Perspective of International Business. *International Journal of China Marketing*, 2(1), 110-126.

Vlassoff, C. (2007). Gender Differences in Determinants and Consequences of Health and Illness. *Journal of Health, Population, and Nutrition*, 47-61.