

DAFTAR PUSTAKA

- Assael, Henry, *Consumer Behavior and Marketing Action*, Sixth Edition, Ohio: South-Western College Publishing, 1995.
- Azwar, Saiffuddin, *Reliabilitas dan Validitas*, Edisi Ketiga, Pustaka Pelajar, Yogyakarta, 1992.
- Azwar, Saifuddin, *Sikap Manusia : Teori dan Pengukurannya*, Edisi Kedua, Pustaka Pelajar, Yogyakarta, 2000.
- Cooper, Donal C. and Emory, C. William, *Business Research Method*, Boston: Richard D. Irwin, Inc., 1995.
- Cravens, David W., *Strategic Marketing*, Fifth Edition, Texas: McGraw-Hill, Inc., 1997.
- Credit Union Management, Retail Shop, April 2002.
- David L. Loudon and Albert Della Bitta, *Consumer Behavior : Concept And Application*, 4th Edition, Singapore, Mc Graw Hill, 1993.
- Davidson William R., Sweeney Daniel J., Stampfl Ronald W., *Retailing Management*, sixth edition, John Wiley & Sons, Canada, 1988.
- Dharmmesta, Basu Swastha, *Azas-Azas Marketing*, Edisi Ketiga, Liberty, Yogyakarta, 1999.
- Dharmmesta, Basu Swastha, *Jurnal Ekonomi dan Bisnis Indonesia: Perilaku Berbelanja Konsumen Era 90'an dan Strategi Pemasaran*, September 1993.
- Dharmmesta, Basu Swastha dan Irawan, *Manajemen Pemasaran Modern*, Edisi Kedua, Liberty, Yogyakarta, 1999.
- Dharmmesta, Basu Swastha dan Hani Handoko, *Manajemen Pemasaran; Analisis Perilaku Konsumen*, Edisi Ketiga, Yogyakarta, Liberty, 1987.
- Engel, James F., Blackwell, Roger D. and Miniard Paul W., *Consumer Behavior*, fifth edition, New York: CBS College Publishing, 1986.
- Kotler, Philip., *Marketing Management*, Ninth Edition, Upper Saddle River, NJ: Prentice Hall International, 1997.

Kotler, Philip., *Marketing Management*, Millennium Edition, Upper Saddle River, NJ: Prentice Hall International, 2000.

Kuncoro, Mudrajad, *Metode Riset untuk Bisnis dan Ekonomi*, Erlangga, 2003.

Loudon, David and Della Bitta, *Consumer Behavior*, Second Edition, New York: McGraw-hill, Inc., 1984.

Marketing No.11, *Mengorbankan Kenyamanan Demi Harga?*, Juli 2003.

Santoso, Singgih., *SPSS Versi 10: Mengolah Data Statistik Secara Profesional*, Elex Media Komputindo, Jakarta, 2001.

Sekaran, Uma., *Research Methods For Business: A Skill Building Approach*, Second Edition, John Willey and Sons Inc., 2000.

Setiadi, Nugroho., *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*, Edisi Pertama, Kencana, Jakarta, 2003.

Simamora, Bilson, *Panduan Riset Perilaku Konsumen*, Gramedia Pustaka Utama, 2002.

Tjiptono, Fandy., *Strategi Pemasaran*, Edisi Kedua, Andi, Yogyakarta, 1999.