

## DAFTAR PUSTAKA

- Afwan, S. C. (2017). Hubungan Nomologis, Konvergen, dan Divergensi Rasionalitas Instrumental dengan Intelegensi dan Trait Kepribadian Conscientiousness. *Thesis* (Tidak diterbitkan). Yogyakarta: Fakultas Psikologi Universitas Gadjah Mada.
- Anderson, E. W. & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12. 125-143.
- Anderson, J. C. (2003). The Psychology of Doing No Thing: Forms of Decision Avoidance Result from Reason and Emotion. *Psychological Bulletin*, 129 (1). 139-167.
- Arkes, H. R., & Blumer, C. (1985). The Psychology of Sunk Cost. *Organizational Behavior and Human Decision Processes*, 35 (1). 124-140. Diakses melalui <https://doi.org/10.4304/tpls.3.1.130-134>.
- Azwar, S. (2013). *Dasar-Dasar Psikometri*. Yogyakarta: Pustaka Pelajar.
- Azwar, S. (2013). *Measurements and Statistics*. Diunduh dari Tanya Jawab: [http://azwar.staff.ugm.ac.id/tanya-jawab/tanggal 26 Februari 2017](http://azwar.staff.ugm.ac.id/tanya-jawab/tanggal%2026%20Februari%202017)
- Azwar, S. (2014). *Tes Prestasi*. Yogyakarta: Pustaka Pelajar.
- Azwar, S. (2015). *Reliabilitas dan Validitas*. Yogyakarta: Pustaka Pelajar.
- Azwar, S. (2015). *Penyusunan Skala Psikologi*. Yogyakarta: Pustaka Pelajar.
- Baron, J. (2008). *Thinking and Deciding*. Cambridge: Cambridge University Press
- Baron, R. & Kenny, D. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Stastical Considerations. *Journal of Personality and Social Psychology*, 51 (6). 1173 – 1182.
- Barros, G. (2010). Herbert A. Simon and The Concept of Rationality: Boundaries and Procedures. *Brazilian Journal of Political Economy*, 30 (119). 455-472.
- Bazerman, M. H., & Moore, D. A. (2012). *Judgement in Managerial Decision Making (8th Ed)*. New York: Wiley Global Education

- Bui, M., A.S. Krishen & K. Bates. (2011). Modeling Regret Effects on Consumer Post-Purchase Decisions. *Europe Journal Marketing*, 45. 1068-1090.
- Bulbul, C., & Meyvis, T. (2006). When Consumer Choose to be Restrict Their Option: Anticipated Regret and Choice Set Size Preference. *Journal of Consumer Research*, 27. 151-172.
- Burhanudin. (2004). Analisis Hubungan antara Kepuasan, Penyesalan, Niat Membeli Kembali, dan Niat Mengadu. *Thesis*. Universitas Gadjah Mada, Yogyakarta.
- Cavanaugh, G. (2016). *College Student Development and Emerging Adulthood*. Michigan: Western Michigan University
- Cramer, D. (2009). *Advanced quantitative data analysis* (Reprinted). Maidenhead: Open University Press.
- Delacroix, E. (2003). "Le Regret Chez Le Consommateur: Un Etat De L'art," *Cahier De Recherche*.
- Dennis, K. (1998). *Rationality in Economics: Alternative Perspectives*. New York: Springer Science+Business Media, LLC.
- Ekici, N., & Dolgan, V. (2013). An Analysis of The Regret Concerning The Process of Purchasing and The Regret Concerning after The Purchasing in The Context of Characteristic Properties. *International Journal of Marketing Studies*, 5(6), 72-83.
- Faiz, Muhammad Irsyam. (2016, Februari 11). Kualitas Beras Buruk Penjualan Lesu. *Tempo.Co*. Diperoleh dari <https://nasional.tempo.co/read/744129/kualitas-beras-buruk-penjualan-lesu>
- Frederick, S. (2005). Cognitive Reflection and Decision Making. *Journal of Economic Perspectives*, 19 (4). 25-42.
- Hastie, R., & Dawes, R.M. (2010). *Rational Choice in an Uncertain World: The Psychology of Judgement and Decision Making*. Thousand Oaks, CA: Sage.
- Hayes, A. F. (2013). *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach*. New York: The Guilford Press.
- Hidayat, R. (2003). Rasionalitas Semu dan Anomali dalam Perilaku Ekonomi. *Buletin Psikologi*. 9 (1).

- Hidayat, R. (2016). Rasionalitas: Overview terhadap Pemikiran dalam 50 Tahun Terakhir. *Buletin Psikologi*, 24 (2), 101-122.
- Gilovich, T., & Victoria, H. M. (1994). The Temporal Pattern to the Experience of Regret. *Journal of Personality and Social Psychology*, 38. 56 -63
- Gironde, S. B. (2010). Regret and the Rationality of Choices. *Philosophical Transactions of the Royal Society*, 365, 249-257.
- Goodwin, dkk. (2003). Microeconomic in Context (3<sup>rd</sup> ed): A Generalized Utility Model of Disappointment and Regret and Subsequent Choice. *Marketing Letters*, 10 (4), 373-86.
- Guilford, J.P. 1956. *Fundamental Statistic in Psychology and Education (3rd Ed)*. New York: McGraw-Hill Book Company, Inc.
- Idris, M. (2017). Daya Beli Lesu, Penjualan Minuman Ringan Turun di Semester I 2017. *Detik Finace*. Diakses dari <https://finance.detik.com/berita-ekonomi-bisnis/3583634/daya-beli-lesu-penjualan-minuman-ringan-turun-di-semester-i-2017>
- Inman, J.J., J.S. Dyer, & J. Jia. (1997). A Generalized Utility Model of Disappointment and Regret Effects on Post-Choice Valuation. *Marketing Science*, 16, 97-111.
- Inman, J.J., Mittal, Vikas., & Page, Karen L. (2007). Who Chose the Forgone Alternative? The Effects of Social Comparison. *Advances in Consumer Research*, 34, 511-512.
- Istijanto. (2009). *Aplikasi Praktis Riset Pemasaran*. Jakarta: Gramedia Pustaka Utama.
- Iskandar, L.M., & Zulkarnain. (2013). Penyesalan Pasca Pembelian Ditinjau dari *Big Five Personality*. 40 (1),81-91.
- Judd, C. M., & Kenny, D. A. (1981). *Estimating The Effects of Social Interventions*. Cambridge ; New York: Cambridge University Press.
- Kahneman, D. (2003). Maps of Bounded Rationality: Psychology for Behavioral Economics. *The American Economic Review*, 93 (5).

- Kahneman, D., & Miller, D. T. (1986). Norm Theory: Comparing Reality to Its Alternatives. *Psychological Review*, 136-153
- Keaveney, S. M., Huber, F., & Herrmann, A. (2007). A Model of Buyer Regret: Selected Prepurchase and Postpurchase Antecedents with Consequences for The Brand and The Channel. *Journal of Business Research*, 60, 1207-1215. Diperoleh dari <http://dx.doi.org/10.1016/j.jesp.2010.10.017>.
- Lee, Seung Hwan., & Cotte, June. (2009). Post-Purchase Consumer Regret: Conceptualization and Development of the PPCR Scale. *Association for Consumer Research North American Advances*. Labovitz School of Business & Economics, University of Minnesota Duluth.
- Loomes, G., & Sugden, R. (1982). Regret Theory: An Alternative Theory of Rational Choice Under Uncertainty. *The Economic Journal*, 92. 805 - 824.
- Manktelow, K. I. (2004). Reasoning and Rationality: The Pure and The Practical. In K. I. Manktelow & M. C. Chung (Eds.), *Psychology of Reasoning: Theoretical and Historical Perspectives*. 157–177. Hove, UK: Psychology Press.
- Mels, G. (2006). LISREL for Windows: Getting started guide. Retrieved from <http://www.ssicentral.com/lisrel/techdocs/GSWLISREL.pdf>
- Mowen, J. C., & Michael, M. (2002). *Perilaku Konsumen Jilid Kedua*. Jakarta: Erlangga.
- McCarthy, J. E., & Perreault, W. D. (1995). *Základy marketingu*. Victoria Publishing.
- Minda, J.P. (2015). *The Psychology of Thinking: Reasoning, Decision-Making, and Problem Solving*. London: Sage Publication.
- Misuraca, R., & Teuscher, U. (2013). Time Flies When You Maximize - Maximizer and Satisficers Perceive Time Differently When Making Decisions. *Acta Psychologica*, 143, 176-180.
- Munier, B., & Selten, R. (1999). Bounded Rationality Modelling. *Marketing Letters*, 10 (3), 233-248.
- M'Barek, M. B., & Gharbi, A. (2011). The Moderators of Post Purchase Regret. *Journal of Marketing Research & Case Studies*, 2011, 16 pages.

- M'Barek, M., B., & Gharbi, A. (2012). How Does Regret Influence Consumer 's Behavior. *Journal of Organizational Management Studies*, 11 pages.
- Nenkov, G.Y., Morrin, M., Ward, Andrew., Schwartz, B., & Hlland, J. (2008). "A Short Form Of The Maximization Scale: Factor Structure, Reliability And Validity Studies". *Judgment And Decision Making*, 3 (5). 371-388. Diakses melalui <http://works.swarthmore.edu/fac-psychology/6>.
- Nimrod, I.D., Rawn, C.D., Lehman, D.R., & Schwartz, B. (2009). The maximization paradox: The costs of seeking alternatives. *Personality and Individual Differences*, 46, 631-635.
- Prima, Amelia. (2016). Hubungan Kontrol Diri dengan Penyesalan Pasca Pembelian pada Konsumen di Bangka Belitung yang Membeli Produk Pakaian Melalui Online dengan Impulsive Buying sebagai Variabel Mediator. *Skripsi*. Yogyakarta: Prodi Psikologi Fakultas Ilmu Sosial dan Humaniora Universitas Islam Negeri Sunan Kalijaga.
- Ritov, I., & Baron, J. (1994). *Outcome Knowledge, Regret & Omission Bias*. *Organizational Behavior & Human Decision Processes*, 64, 119-127.
- Schiffman, Leon G., & Kanuk, Leslie L. (2010). *Consumer Behavior (10<sup>th</sup> ed)*. New Jersey: Pearson Educations.
- Schiffman, Leon G., & Wisenbilit. (2015). *Consumer Behavior (11<sup>th</sup> ed)*. New Jersey: Pearson Educations.
- Saleh, Mahmoud Abdel Hamid. (2012). An Investigation of The Relationship between Unplanned Buying and Post-Purchase Regret. *International Journal of Marketing Studies*. 4 (4).
- Santos, L.R., & Rosati, A.G. (2015). The Evolutionary Roots of Human Decision Making. *Annual Review of Psychology US National Library of Medicine National Institutes of Health*, 66.
- Santrock, John W. (2014). *A Topical Approach to Life-Span Development (7<sup>th</sup> Ed)*. University of Texas at Dallas: Mc-Graw Hill.
- Schwartz, B. (2000). Self-Determination:the Tyranny of Freedom. *American Psychologist*, 55, 79-88.

- Schwartz, B., Ward, A., Monterosso, J., Lyubomirsky, S., White, K., & Lehman, D. R. (2002). Maximizing Versus Satisficing: Happiness is A Matter of Choice. *Journal of Personality and Social Psychology*, 83, 1178-1197.
- Schwartz, B. (2004a). *The Paradox of Choice: Why More is Less*. New York: Harper Collins.
- Schwartz, B. (2004b). The Tyranny of Choice. *Scientific American*, 290, 70-76.
- Schwartz, B. (2007, Januari, 16). TED Talks: The Paradox of Choice. [File Video] Diakses melalui <https://www.youtube.com/watch?v=VO6XEQIsCoM>
- Shafir, E. & LeBoeuf, R. A. (2002). Rationality. *Annual Review of Psychology US National Library of Medicine National Institutes of Health*, 66.
- Shugan, Steven M. (2006). Are Consumers Rational? Experimental Evidence?. *Marketing Science*, 25 (1). 1-7.
- Simon, H. A. (1955). A Behavioral Model of Rational Choice. *Quarterly Journal of Economics*. 69, 99-118.
- Simon, H. A. (2001). Theorisis of Bounded Rationality. *The Legacy of Herbert Simon in Economic Analysis*. 51-66. Cheltenham: Edwar Elgar Publishing Limited
- Simonson, I. (1992). The Influence of Anticipating Regret & Responsibility on Purchase Decisions. *Journal of Consumer Research*. 19 (June), 105-118.
- Slavin, R. (2011). *Psikologi Pendidikan*. Jakarta: PT. Indeks
- Stanovich, K. E., West, R. F., & Toplak, M. E. (2016). *The Rationally Quotient*. London: The MIT Press.
- Sugden, R. (1985). Regret, Recrimination and Rationality. *Theory and Decision*, 19, 77-99.
- Sugiyono. (2003). *Metode Penelitian Bisnis*. Bandung. Pusat Bahasa Depdiknas.
- Sumintono, B dan Widhiarso, W. (2013). *Aplikasi Model Rasch untuk Penelitian Ilmu-ilmu Sosial*. Cimahi: Trim Komunikata Publishing House.

- Tomer, J. (2008). Beyond The Rationality of Economic Man, toward The True Rationality of Human Man. *Journal of Behavioral and Experimental Economics*, 37 (5). 1703 - 1712.
- Tulipa, D. (2015). Banyaknya Jenis Pilihan Produk dan Pengaruhnya terhadap Kepuasan dan Penyesalan Konsumen dalam Proses Pengambilan Keputusan. *Journal of Research in Economics and Management*. 15 (2), 233-245.
- Tsiros, M., & Mittal, V. (2000). Regret: A Model of It's Antecedents and Consequences in Consumer Decision Making. *Journal of Consumer Research*, 26. 401-417.
- Umayu, F. (2011). Pengaruh Faktor Tipe Rekomendasi dan Kredibilitas Informasi terhadap Penyesalan Berdasarkan Keputusan Konsumen Bertindak dan Tidak Bertindak. *Disertasi* (Tidak Diterbitkan). Yogyakarta: Fakultas Psikologi Universitas Gadjah Mada.
- Umayu, F., Faturochman., Hadipranata, A.F., & Etseem, M. B. (2015). Penyesalan Keputusan Konsumen Berdasarkan Faktor Rekomendasi dan Kredibilitas Informasi. *Jurnal Psikologi*. 42 (3). 217-230.
- Widhiarso, Wahyu. (2010). *Berkenalan dengan Analisis Mediasi*. Manuskrip Tidak Dipublikasikan. Diakses dari <http://widhiarso.staff.ugm.ac.id/wp/berkenalan-dengan-analisis-mediati-regresi-dengan-melibatkan-variabel-mediator-bagian-pertama/>.
- Widhiarso, Wahyu. (2011). Berdamai dengan Multikolinearitas dalam Regresi. Manuskrip Tidak Dipublikasikan. Diakses dari <http://widhiarso.staff.ugm.ac.id/wp/berdamai-dengan-multikolinieritas-dalam-regresi/>.
- Widhiarso, Wahyu. (2011). *Berkenalan dengan Homoskedastisitas dan Heterokedastisitas*. Manuskrip Tidak Dipublikasikan. Diakses dari <http://widhiarso.staff.ugm.ac.id/wp/berkenalan-dengan-homoskedastisitas-dan-heterokedastisitas/>.
- Zeelenberg, M., & Connolly, T. (2002). Regret in Decision Making Current Directions in Psychological Science, 11 (6). 212 - 216.
- Zeelenberg, M & Pieters, R. (2006). Looking Backward With on Eye on The Future: Propositions Toward a Theory of Regret Regulation. *In Judgments Over Time*:

*The Interplay of Thoughts, Feelings and Behavior*, Eds. L.J. Sonna and E.C Chang. New York, NY: Oxford University Press, 210-29.

Zeelenberg, M., & Pieters, R. A. (2007). Theory of Regret Regulation 1.0. *Journal of Consumer Psychology*, 17(1). 13-18.

Zikrinawati, K. (2017). Konvergensi dan Divergensi Rasionalitas Epistemik dengan Inteligensi dan Maximizer. *Thesis* (Tidak diterbitkan). Yogyakarta: Fakultas Psikologi Universitas Gadjah Mada.