



## **Daftar Pustaka**

- Abend, G. (2008). The meaning of ‘theory’. *Sociological theory*, 26(2), 173-199.
- Alavi, S., Habel, J., Guenzi, P., & Wieseke, J. (2018). The role of leadership in salespeople’s price negotiation behavior. *Journal of the Academy of Marketing Science*, 46(4), 703-724.
- Alavi, S., Habel, J., Schwenke, M., & Schmitz, C. (2020). Price negotiating for services: elucidating the ambivalent effects on customers’ negotiation aspirations. *Journal of the Academy of Marketing Science*, 48(2), 165-185.
- Alfredson, T., & Cungu, A. (2008). Negotiation theory and practice: A review of the literature. *Rome, Italy: Food and Agriculture Organization of the United Nations*. Available online also at: [http://www.fao.org/docs/up/easypol/555/4-5\\_negotiation\\_background\\_paper\\_179en.pdf](http://www.fao.org/docs/up/easypol/555/4-5_negotiation_background_paper_179en.pdf) [accessed in Manila, the Philippines: January 15, 2019].
- Allen, J., Clark, R., & Houde, J. F. (2010). Price negotiation in differentiated product markets: An analysis of the market for insured mortgages in Canada.
- Anderson, C. K., & Wilson, J. G. (2011). Name-your-own price auction mechanisms—Modeling and future implications. *Journal of Revenue and Pricing Management*, 10(1), 32-39.
- Armbrecht, J. (2014). Developing a scale for measuring the perceived value of cultural institutions. *Cultural Trends*, 23(4), 252-272.
- Asante, E. A., & Opoku-Asare, N. A. (2011). Cultural identity in the murals of Sirigu women and their role in art education and social sustainability. *International Journal of Education through Art*, 7(2), 187-202.
- Ashenfelter, O. (1989). How auctions work for wine and art. *The Journal of Economic Perspectives*, 3(3), 23-36.
- Ashenfelter, O., & Graddy, K. (2003). Auctions and the price of art. *Journal of Economic Literature*, 41(3), 763-787.
- Ashenfelter, O., & Graddy, K. (2011). Sale rates and price movements in art auctions. *The American Economic Review*, 101(3), 212-216.
- Bagozzi, R. P. (1994). Measurement in marketing research: Basic principles of questionnaire design. *Principles of marketing research*, 1, 1-49.
- Bal, A. S. (2012). *Monet's, Nympheas... \$11 Million; Rothko's, White... \$73 Million; My Youngest Son's, The Burial of Our Dog Rover... Priceless!: Consumer Behaviour in the Fine Art Market* (Doctoral dissertation, Business Administration: Faculty of Business Administration).



Balan, C. (2014). Pay what you want: A participative price setting mechanism. *International Journal of Economic Practices and Theories*, 4(5), 952-963.

Barsalou, L. W., Yeh, W., Luka, B. J., Olseth, K. L., Mix, K. S., & Wu, L. L. (1993). Concepts and meaning.

Baskarada, S. (2014). Qualitative case study guidelines. *Baškarada, S.(2014). Qualitative case studies guidelines. The Qualitative Report*, 19(40), 1-25.

Bass, J. M., Beecham, S., & Noll, J. (2018, May). Experience of industry case studies: a comparison of multi-case and embedded case study methods. In *Proceedings of the 6th International Workshop on Conducting Empirical Studies in Industry* (pp. 13-20).

Baumol, W. J. (1986). Unnatural value: or art investment as floating crap game. *The American Economic Review*, 76(2), 10-14.

Baxter, P., & Jack, S. (2008). Qualitative case study methodology: Study design and implementation for novice researchers. *The qualitative report*, 13(4), 544-559.

Bearden, W.O. and Etzel (1982). Reference Group Influence on Product and BrandPurchase Decisions. *Journal of Consumer Research*, 9(1)(June), 183-195.

Becker, H. S.(1982). Art Worlds. *Berkeley, CA: University of California Press. BeckerArt Worlds.*

Beckert, J., & Rossel, J. (2004). Art and prices. Reputation as a Mechanism for Reducing Uncertainty in the Art Market. *Kolner Zeitschrift fur Soziologie und Sozialpsychologie*, 56(1), 32.

Beckert, J., & Rössel, J. (2013). The price of art: Uncertainty and reputation in the art field. *European Societies*, 15(2), 178-195.

Belk, R. W. (1988). Possessions and the extended self. *Journal of consumer research*, 15(2), 139-168.

Belk, R. W. (1995). Collecting as luxury consumption: Effects on individuals and households. *Journal of economic psychology*, 16(3), 477-490.

*Berbagi Pengetahuan tentang Seni Rupa Indonesia.* (2015). Yayasan Jakarta Biennale

Berkowitz, E. N., Kerin, R. A., Hartley, S. W., & Rudelius, W. (1992). Marketing, Homewood. IL.: Irwin.

Berthon, P., Pitt, L.P, Parent, M. and Berthon, J.P. (2009). Aesthetics and Ephemerality: Observing and Preserving the Luxury Brand. *California Management Review*, 52-1(Fall), 45-66.

Bester, H. (1993). Bargaining versus price competition in markets with quality uncertainty. *The American Economic Review*, 83(1), 278-288.



Bhatia, N., & Gunia, B. C. (2018). "I was going to offer \$10,000 but...": The effects of phantom anchors in negotiation. *Organizational Behavior and Human Decision Processes*, 148, 70-86.

Bloch, P. H., Brunel, F. F., & Arnold, T. J. (2003). Individual differences in the centrality of visual product aesthetics: Concept and measurement. *Journal of consumer research*, 29(4), 551-565.

Bolton, L. E., & Alba, J. W. (2006). Price fairness: Good and service differences and the role of vendor costs. *Journal of Consumer Research*, 33(2), 258-265.

Boote, D. N., & Beile, P. (2005). Scholars before researchers: On the centrality of the dissertation literature review in research preparation. *Educational researcher*, 34(6), 3-15.

Bourdieu P. (1985). The Forms of Capital. In *The Handbook of Theory and Research for the Sociology of Education*, ed. JG Richardson, pp. 241–58. New York: Greenwood

Bourdieu, P., & Johnson, R. (1993). *The field of cultural production: Essays on art and literature*. Columbia University Press.

Brehmer, B. (1976). Social judgment theory and the analysis of interpersonal conflict. *Psychological bulletin*, 83(6), 985.

Breidert, C., Hahsler, M., & Reutterer, T. (2006). A review of methods for measuring willingness-to-pay. *Innovative Marketing*, 2(4), 8-32.

Brucks, M., Zeithaml, V. A., & Naylor, G. (2000). Price and brand name as indicators of quality dimensions for consumer durables. *Journal of the academy of marketing science*, 28(3), 359-374.

Burnett, J. (2011). *Core concepts of marketing*. The Global Text. Switzerland

Campos, N. F., & Barbosa, R. L. (2009). Paintings and numbers: an econometric investigation of sales rates, prices, and returns in Latin American art auctions. *Oxford Economic Papers*, 61(1), 28-51.

Cañibano, L., Garcia-Ayuso, M., & Sanchez, P. (2000). Accounting for intangibles: a literature review. *Journal of Accounting Literature*, 19, 102.

Cason, T. N., Friedman, D., & Milam, G. H. (2003). Bargaining versus posted price competition in customer markets. *International Journal of Industrial Organization*, 21(2), 223-251.

Chai, Fangyuan., Peng, Kaiping., dan Yu, Feng. (2016). Pricing aesthetics: How cognitive perception affects bidding for artworks. *Social Behavior and Personality*, 44(4), 541-554. <http://dx.doi.org/10.2224/sbp.2016.44.4.541>

Chanel, O., Gérard-Varet, L. A., & Ginsburgh, V. (1994). Prices and returns on paintings: an exercise on how to price the priceless. *The GENEVA Papers on Risk and Insurance-Theory*, 19(1), 7-21.



- Chen, Y. (2008). Possession and access: Consumer desires and value perceptions regarding contemporary art collection and exhibit visits. *Journal of Consumer Research*, 35(6), 925-940.
- Christanto, D. (2009, October-November). Seni Rupa Kontemporer sebagai Industri Kreatif. *Visual Art*, 6(33), 46-48.
- Churchill, G. A., Brown, T. J., & Suter, T. A. (2010). *Basic Marketing Research*. 7th ed. Dryden Press.
- Clancy, K. J., & Shulman, R. S. (1993). Marketing with blinders on. *Across the Board*, 30(8), 33-38.
- Clement, M., Fabel, S., & Schmidt-Stolting, C. (2006). Diffusion of hedonic goods: A literature review. *The International Journal on Media Management*, 8(4), 155-163.
- Coslor, E. (2014). Beyond Price: Value in Culture, Economics, and the Arts.
- Courty, P., & Pagliero, M. (2012). The pricing of art and the art of pricing: Pricing styles in the concert industry.
- Creswell, J. W., & Miller, D. L. (2000). Determining validity in qualitative inquiry. *Theory into practice*, 39(3), 124-130.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Creswell, John W. (2014). *Research Design, Qualitative, Quantitative and Mixed Methods Approaches*. 4<sup>th</sup> Edition. SAGE Publication. California.
- D'Souza, C., & Prentice, D. (2002). Auctioneer strategy and pricing: evidence from an art auction. *Marketing Intelligence & Planning*, 20(7), 417-427.
- Danto, A. C., & Goehr, L. (1997). *After the end of art: Contemporary art and the pale of history* (Vol. 197). Princeton, NJ: Princeton University Press.
- Day, J., Quadri, D., & Jones, D. L. (2012). *Boutique and lifestyle hotels: Emerging definitions*. BLLA, Boutique & Lifestyle Lodging Association.
- Decrop, A., & Derbaix, M. (2014). Artist-Related Determinants of Music Concert Prices. *Psychology & Marketing*, 31(8), 660-669.
- Denzin, N. K. (2017). *The research act: A theoretical introduction to sociological methods*. Routledge.
- Denzin, N.K. & Lincoln, Y.S. (Editor). (2011). *Handbook of qualitative research*. 4th Ed. Thousand Oaks. CA: Sage.



Dhar, R., & Wertenbroch, K. (2000). Consumer choice between hedonic and utilitarian goods. *Journal of marketing research*, 37(1), 60-71.

Dickens, L. (2010). Pictures on walls? Producing, pricing and collecting the street art screen print. *City*, 14(1-2), 63-81.

Dickens, L. (2010). Pictures on walls? Producing, pricing and collecting the street art screen print. *City*, 14(1-2), 63-81.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 307-319.

Eliashberg, J., Lilien, G. L., & Kim, N. (1994). Marketing negotiations: theory, practice and research needs. *ISBM Report*, 8-1994.

England, A. C. (2015). Contribution of the arts and culture industry to the national economy. *Report for Arts Council England*.

Fay, S. (2004). Partial-repeat-bidding in the name-your-own-price channel. *Marketing Science*, 23(3), 407-418.

Findlay, M. (2014). *The value of art*. Prestel Verlag. German

Gawrisch, D. (2008). Price Determinants and Investment Characteristics of Contemporary Paintings. *University of Bern*.

Gaya, H. J., & Smith, E. E. (2016). Developing a qualitative single case study in the strategic management realm: An appropriate research design. *International Journal of Business Management and Economic Research*, 7(2), 529-538.

Gheondea-Eladi, A. (2014). Is qualitative research generalizable?. *Jurnalul Practicilor Comunitare Pozitive*, 14(3), 114-124.

Ginsburgh, V. A., & Throsby, D. (Eds.). (2006). *Handbook of the Economics of Art and Culture* (Vol. 1). Elsevier.

Giorgi, A. (2009). *The descriptive phenomenological method in psychology: A modified Husserlian approach*. Pittsburgh. PA: Duquesne University Press.

Golafshani, N. (2003). Understanding reliability and validity in qualitative research. *The qualitative report*, 8(4), 597-606.

Groenewald, T. (2004). A phenomenological research design illustrated. *International journal of qualitative methods*, 3(1), 42-55.

Gustafsson, J. (2017). Single case studies vs. multiple case studies: A comparative study.

Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, 74(4), 15-30.



Hann, I. H., & Terwiesch, C. (2003). Measuring the frictional costs of online transactions: The case of a name-your-own-price channel. *Management Science*, 49(11), 1563-1579.

Hanzaee, K. H., & Khonsari, Y. (2011). A review of the role of hedonic and utilitarian values on customer's satisfaction and behavioral intentions (A case study; customers of Fasham restaurants). *Interdisciplinary Journal of Research in Business*, 1(5), 34-45.

Hasselmeyer, P., Koller, B., Kotsopoulos, I., Kuo, D., & Parkin, M. (2007). Negotiating sales with dynamic pricing policies. *Proceedings of the SOC@ Inside*, 7.

Hayter, C., & Pierce, S. C. (2009). *Arts & the economy: Using arts and culture to stimulate state economic development*. National governors association.

Heriyanto, H. (2018). Thematic Analysis sebagai Metode Menganalisa Data untuk Penelitian Kualitatif. *Anuva: Jurnal Kajian Budaya, Perpustakaan, dan Informasi*, 2(3), 317-324.

Hernando, E., & Campo, S. (2017). An Artist's Perceived Value: Development of a Measurement Scale. *International Journal of Arts Management*, 19(3).

Hernando, E., & Campo, S. (2017). Does the Artist's Name Influence the Perceived Value of an Art Work?. *International Journal of Arts Management*, 19(2), 46.

Higgs, H. & Worthington, A.(2005). Financial returns and price determinants in the Australian art market, 1973–2003. *The Economic Record*, 81(253), 113–123.

Hinterhuber, A. (2004). Towards value-based pricing—An integrative framework for decision making. *Industrial Marketing Management*, 33(8), 765-778.

Hinterhuber, A. (2008). Customer value-based pricing strategies: why companies resist. *Journal of business strategy*, 29(4), 41-50.

Hinz, O., Hann, I. H., & Spann, M. (2011). Price discrimination in e-commerce? An examination of dynamic pricing in name-your-own price markets. *Mis quarterly*, 81-98.

Hodgson, D. (2011). An analysis of pricing and returns in the market for French Canadian paintings. *Applied Economics*, 43(1), 63-73.

Hodgson, D. J. (2011). Age–price profiles for Canadian painters at auction. *Journal of Cultural Economics*, 35(4), 287.

Hodgson, D. J., & Vorkink, K. P. (2004). Asset pricing theory and the valuation of Canadian paintings. *Canadian Journal of Economics/Revue canadienne d'économique*, 37(3), 629-655.

Holton, R. (1958). The Distinction between Convenience Goods, Shopping Goods, and Specialty Goods. *Journal of Marketing*, 23(1), 53-56. doi:10.2307/1248017

Huang, X., Sošić, G., & Kersten, G. (2017). Selling through Priceline? On the impact of name-your-own-price in competitive market. *IISE Transactions*, 49(3), 304-319.



Hutter, M., & Throsby, D. (Eds.). (2008). *Beyond price: Value in culture, economics, and the arts*. Cambridge University Press.

Imenda, S. (2014). Is there a conceptual difference between theoretical and conceptual frameworks?. *Journal of Social Sciences*, 38(2), 185-195.

Ingenbleek, P., Debruyne, M., Frambach, R. and Verhallen, T. (2003), “Successful new product pricing practices: a contingency approach”, *Marketing Letters*, Vol. 14 No. 4, pp. 289-305.

Isnanta, S. D. (2016). BOOMING SENI LUKIS INDONESIA, SIAPA YANG DIUNTUNGKAN?. *Dewa Ruci*, 5(2).

Jacoby, J., Olson, J. C., & Haddock, R. A. (1971). Price, brand name, and product composition characteristics as determinants of perceived quality. *Journal of Applied Psychology*, 55(6), 570.

Jedidi, K., & Jagpal, S. (2009). Willingness to pay: measurement and managerial implications. *Handbook of pricing research in marketing*, 37-60.

Jindal, P., & Newberry, P. (2014). *Price negotiations and bargaining costs*. Technical Report, Mimeo, Pennsylvania State University. Available online at <https://citeseerx.ist.psu.edu/viewdoc/download>.

Joy, A., Wang, J. J., Chan, T. S., Sherry, J. F., & Cui, G. (2014). M (Art) worlds: consumer perceptions of how luxury brand stores become art institutions. *Journal of Retailing*, 90(3), 347-364.

Jyrämä, A., & Äyväri, A. (2010). Marketing contemporary visual art. *Marketing Intelligence & Planning*, 28(6), 723-735.

Kapferer, J. N. (2014). The artification of luxury: From artisans to artists. *Business Horizons*, 57(3), 371-380.

Kemp, S. (1998). Perceiving Luxury and Necessity. *Journal of Economic Psychology*, 19, 591-606.

Khaire, M., & Wadhwani, R. D. (2010). Changing landscapes: The construction of meaning and value in a new market category—Modern Indian art. *Academy of Management Journal*, 53(6), 1281-1304.

Khoiri, I. (Minggu, 30 Desember 2007). Artikel Seni Rupa: Booming Antara Momentum Dan Pemiskinan. *Surat Kabar Harian KOMPAS*.

Kim, Natter, Spann, (2009). Pay What You Want: A new participative pricing mechanism. *Journal of Marketing*, 73(1), 44-58.

Kotler, P., & Armstrong, G. M. (2018). *Principles of Marketing 17e*. Pearson. UK

Kotler, P., & Keller, K. L. (2016). *Marketing Management 15e*. Pearson. UK

Krishna, A. (2009). Behavioral pricing. *Handbook of pricing research in marketing*, 76-90.



Krueger, R.A., & Casey, M.A. (2009). *Focus group: a practical guide for applied research.* 4th Ed. Thousand Oaks. CA: Sage.

Lalo, C. (1953). A structural classification of the fine arts. *The Journal of Aesthetics and Art Criticism*, 11(4), 307-323.

Lee, H. C., Chen, W. W., & Wang, C. W. (2015). The role of visual art in enhancing perceived prestige of luxury brands. *Marketing Letters*, 26(4), 593-606.

Leung, L. (2015). Validity, reliability, and generalizability in qualitative research. *Journal of family medicine and primary care*, 4(3), 324.

Lin, G. T., & Tang, J. Y. (2009). Appraising intangible assets from the viewpoint of value drivers. *Journal of Business Ethics*, 88(4), 679-689.

Liozu, S. M., Hinterhuber, A., Boland, R., & Perelli, S. (2012). The conceptualization of value-based pricing in industrial firms. *Journal of Revenue and Pricing Management*, 11(1), 12-34.

Lotfizadeh, F., & Lotfizadeh, F. (2015). Comparing High-involvement and Low-involvement Products: Brand Perspective. *International Journal of Management, Accounting & Economics*, 2(5), 404-413.

Luna-Cortés, G. (2017). The influence of symbolic consumption on experience value and the use of virtual social networks. *Spanish Journal of Marketing-ESIC*, 21(1), 39-51.

Mahpur, M. (2017). Memantapkan analisis data kualitatif melalui tahapan koding.

Majid, K. A., Bryant, A., & Rau, P. A. (2014). " Name your price"-online auctions and reference prices. *The Journal of Product and Brand Management*, 23(6), 420.

Malhotra, N. K. (1996). The impact of the academy of marketing science on marketing scholarship: An analysis of the research published inJAMS. *Journal of the Academy of Marketing Science*, 24(4), 291.

Malhotra, N. K., Peterson, M., & Kleiser, S. B. (1999). Marketing research: A state-of-the-art review and directions for the twenty-first century. *Journal of the academy of marketing science*, 27(2), 160-183.

Marinelli, N., & Palomba, G. (2011). A model for pricing Italian Contemporary Art paintings at auction. *The Quarterly Review of Economics and Finance*, 51(2), 212-224.

Mariotto, F. L., Zanni, P. P., & Moraes, G. H. S. (2014). What is the use of a single-case study in management research?. *Revista de Administração de Empresas*, 54(4), 358-369.

Markusen, A., & Schrock, G. (2006). The artistic dividend: Urban artistic specialisation and economic development implications. *Urban studies*, 43(10), 1661-1686.

Marshall, C., & Rossman, G. B. (2014). *Designing qualitative research*. Sage publications.



Marshall, K. P., & Forrest, P. J. (2011). A framework for identifying factors that influence fine art valuations from artist to consumers. *Marketing Management*, 111-123.

McNulty, T. (2014). *Art market research: a guide to methods and sources*. McFarland.

Mei, J., & Moses, M. (2005). Vested interest and biased price estimates: Evidence from an auction market. *The Journal of Finance*, 60(5), 2409-2435.

Mencarelli, R. (2008). Conceptualizing and measuring the perceived value of an arts venue as applied to live performance. *International Journal of Arts Management*, 42-59.

Mensah, D. (2012). *Promoting Art Education in the Asamang Community Through Mural Paintings* (Doctoral dissertation).

Meyer, J. A., & Even, R. (1998). Marketing and the fine arts–inventory of a controversial relationship. *Journal of Cultural Economics*, 22(4), 271-283.

Monroe, K. B. (1973). Buyers' subjective perceptions of price. *Journal of marketing research*, 70-80.

Monroe, K. B. (1979). *Pricing: Making profitable decisions* (pp. 37-46). New York: McGraw-Hill.

Moosmayer, D. C., Schuppar, B., & Siems, F. U. (2012). Reference prices as determinants of business-to-business price negotiation outcomes: An empirical perspective from the chemical industry. *Journal of Supply Chain Management*, 48(1), 92-106.

Morgan, RC. (1998). *The End of Art Word*. Allworth Press. New York.

Moulin, R. (1987). *The French art market: A sociological view*. Rutgers University Press.

Moustakas, C. (1994). *Phenomological Research Methods*. Thousand Oaks. CA: Sage.

Nahm, J. (2010). Price determinants and genre effects in the Korean art market: a partial linear analysis of size effect. *Journal of cultural economics*, 34(4), 281-297.

Neuman, W. L. (2011). Social Research Methods: Qualitative and Quantitative Approaches. 7th ed. UK: Pearson.

O'Neil, K. M. (2008). Bringing art to market: The diversity of pricing styles in a local art market. *Poetics*, 36(1), 94-113.

O'Shaughnessy, J., & Jackson O'Shaughnessy, N. (2002). Marketing, the consumer society and hedonism. *European Journal of Marketing*, 36(5/6), 524-547.

Onofri, L. (2009). Old master paintings, export veto and price formation: An empirical study. *European Journal of Law and Economics*, 28(2), 149-161.

Otte, M. F., & de Barros, L. G. (2016). What is the Difference Between a Definition and a Concept?. *Science Journal of Education*, 4(5), 159-168.



Ozcan, P., Han, S., & Graebner, M. E. (2017). Single cases: The what, why, and how. In *The Routledge Companion to Qualitative Research in Organization Studies* (pp. 92-112). Routledge.

Park, J., Rahman, H. A., Suh, J., & Hussin, H. (2019). A study of integrative bargaining model with argumentation-based negotiation. *Sustainability*, 11(23), 6832.

Park, Y. H., & Wang, X. (2009). 19 Online and name-your-own-price auctions: a literature review. *Handbook of Pricing Research in Marketing*, 419.

Payne, G., & Williams, M. (2005). Generalization in qualitative research. *Sociology*, 39(2), 295-314.

Popper, K.R. (1978). Three Worlds. *The Tanner Lecture on Human Values*. Delivered at The University of Michigan, April 7, 1978. As accessed on 3/31/2011:<http://www.tannerlectures.utah.edu/lectures/documents/popper80.pdf>

Popper, K.R. (1979) Objective Knowledge: An Evolutionary Approach. Oxford, UK: Oxford University Press.

Portes, A. (1998). Social capital: Its origins and applications in modern sociology. *Annual review of sociology*, 24(1), 1-24.

Poundstone, W. (2010). *Priceless: The myth of fair value (and how to take advantage of it)*. Macmillan.Oneworld Publications.

Prado, L. S. D., & Martinelli, D. P. (2018). Analysis of negotiation strategies between buyers and sellers: an applied study on crop protection products distribution. *RAUSP Management Journal*, 53(2), 225-240.

Prasetyo, N. J., & Saputyningsih, E. (2013). Bagaimana Kesediaan untuk Membayar Peningkatan Kualitas Lingkungan Desa Wisata?. *Jurnal Ekonomi & Studi Pembangunan*, 14(2), 127-136.

Preece, C., & Kerrigan, F. (2015). Multi-stakeholder brand narratives: An analysis of the construction of artistic brands. *Journal of Marketing Management*, 31(11-12), 1207-1230.

Prendergast, C. (2014). The market for contemporary art. *Booth School of Business, University of Chicago*.

Rao, V. R. (1984). Pricing research in marketing: The state of the art. *Journal of Business*, S39-S60.

Rao, V. R., & Kartono, B. (2009). Pricing objectives and strategies: a cross-country survey. *Handbook of pricing research in marketing*, 9-36.

Ratchford, B. T. (2009). Consumer search and pricing. *handbook of Pricing Research in Marketing*, 91.



Reddy, S. K., & Dass, M. (2006). Modeling on-line art auction dynamics using functional data analysis. *Statistical Science*, 179-193.

Rengers, M., & Velthuis, O. (2002). Determinants of prices for contemporary art in Dutch galleries, 1992–1998. *Journal of cultural economics*, 26(1), 1-28.

Renneboog, L., & Spaenjers, C. (2013). Buying beauty: On prices and returns in the art market. *Management Science*, 59(1), 36-53.

Robbins, S. P., & Judge, T. A. (2015). Perilaku Organisasi [Terjemahan](edisi ke-16). Jakarta: Salemba Empat.

Roth, S., Woratschek, H., & Pastowski, S. (2006). Negotiating prices for customized services. *Journal of Service Research*, 8(4), 316-329.

Rowley, J. (2002). Using case studies in research. *Management research news*.

Roy, R. (2015). An insight into pay-what-you-want pricing. *Marketing Intelligence & Planning*.

Rushton, M. (2014). *Strategic Pricing for the Arts*. Routledge.

Russell, P. A., & Milne, S. (1997). Meaningfulness and hedonic value of paintings: Effects of titles. *Empirical Studies of the Arts*, 15(1), 61-73.

Saidi, A. I. (2008). *Narasi simbolik seni rupa kontemporer Indonesia*. Isac Book.

Saorín-Iborra, M. C., Redondo-Cano, A., Revuelto-Taboada, L., & Vogler, E. (2015). Negotiating behavior in service outsourcing. An exploratory case study analysis. *Service Business*, 9(4), 771-801.

Scholz, R. W., & Tietje, O. (2002). *Embedded case study methods: Integrating quantitative and qualitative knowledge*. Sage.

Schönenfeld, S., & Reinstaller, A. (2007). The effects of gallery and artist reputation on prices in the primary market for art: A note. *Journal of Cultural Economics*, 31(2), 143-153.

Seidman, I. (2006). *Interviewing as qualitative research: A guide for researchers in education and the social sciences*. Teachers college press.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.

Shin, D., Lee, K., & Lee, H. (2014). Neoliberal marketization of art worlds and status multiplexity: Price formation in a Korean art auction, 1998–2007. *Poetics*, 43, 120-148.

Shrestha, R. K., & Shakya, R. (2014). The Social Judgment Theory.



Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of marketing*, 66(1), 15-37.

Smith, G. E., & Nagle, T. T. (2002). How much are customers willing to pay?. *Marketing Research*, 14(4), 20.

Smith, S. W., Atkin, C. K., Martell, D., Allen, R., & Hembroff, L. (2006). A social judgment theory approach to conducting formative research in a social norms campaign. *Communication Theory*, 16(1), 141-152.

Snowball, J. D. (2008). The Arts, Economics and Valuation. *Measuring the Value of Culture: Methods and Examples in Cultural Economics*, 7-32.

Spann, M., Häubl, G., Skiera, B., & Bernhardt, M. (2012). Bid-elicitation interfaces and bidding behavior in retail interactive pricing. *Journal of Retailing*, 88(1), 131-144.

Spann, M., Skiera, B., & Schäfers, B. (2004). Measuring individual frictional costs and willingness-to-pay via name-your-own-price mechanisms. *Journal of Interactive Marketing*, 18(4), 22-36.

Spann, M., Zeithammer, R., Bertini, M., Haruvy, E., Jap, S. D., Koenigsberg, O., ... & Thomas, M. (2018). Beyond posted prices: the past, present, and future of participative pricing mechanisms. *Customer Needs and Solutions*, 5(1-2), 121-136.

Stainback, S., & Stainback, W. (1988). *Understanding & Conducting Qualitative Research*. Council for Exceptional Children, Publication Sales, 1920 Association Dr., Reston, VA.

Stake, R. E. (2005). Qualitative case studies.

Stepanova, E. (2019). The impact of color palettes on the prices of paintings. *Empirical Economics*, 56(2), 755-773.

Subandi, S. (2011). Deskripsi Kualitatif Sebagai Satu Metode Dalam Penelitian Pertunjukan. *Harmonia Journal of Arts Research and Education*, 11(2), 62082.

Supangkat, J. (Ed.). (2000). *Outlet: Yogyakarta dalam peta seni rupa kontemporer Indonesia*. Yayasan Seni Cemeti.

Susanto, M. (2016). *Menimbang Ruang Menata Rupa*. Dicti Art Laboratory. Yogyakarta

Tanner, J. F., & Raymond, M. A. (2013). *Principles of marketing Version 2.0*. Flat World Knowledge.

Taylor, D., & Coleman, L. (2011). Price determinants of Aboriginal art, and its role as an alternative asset class. *Journal of Banking & Finance*, 35(6), 1519-1529.

Teerink, S. (2014). Unraveling Art Prices : a study about determinants influencing the price of art on the dutch primary art market, 2000-2010. *Thesis. Cultural Economics & Entrepreneurship*. Erasmus University Rotterdam.



Tekindor, A. A., & McCracken, V. (2012, August). Uniqueness in art market: Specialization in visual art. In *Agricultural & Applied Economics Association's 2012 AAEA Annual Meeting, Seattle* (Vol. 12, p. 14).

Terwiesch, C., Savin, S., & Hann, I. H. (2005). Online haggling at a name-your-own-price retailer: Theory and application. *Management Science*, 51(3), 339-351.

Thompson, D. (2010). *The \$12 million stuffed shark: The curious economics of contemporary art*. Macmillan.

Thompson, E., Berger, M., Blomquist, G., & Allen, S. (2002). Valuing the arts: A contingent valuation approach. *Journal of Cultural Economics*, 26(2), 87-113.

Thompson, K. N., & Coe, B. J. (1997). Gaining sustainable competitive advantage through strategic pricing: selecting a perceived value price. *Pricing strategy and practice*, 5(2), 70-79.

Throsby, D. (1999). Cultural Capital. *Journal of Cultural Economics*, 23, 3-12.

Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumers' need for uniqueness: Scale development and validation. *Journal of consumer research*, 28(1), 50-66.

Tress, B., Tress, G., & Fry, G. (2005). Defining concepts and the process of knowledge production. *Landsc. Res. Landsc. Plan. Asp. Integr. Educ. Appl*, 12, 13-26.

Ulaga, W., & Chacour, S. (2001). Measuring customer-perceived value in business markets: a prerequisite for marketing strategy development and implementation. *Industrial marketing management*, 30(6), 525-540.

Umanailo, M. C. B., & Basrun, C. (2018). Teknik praktis grounded theory dalam penelitian kualitatif.

Ursprung, H. W., & Wiermann, C. (2011). Reputation, price, and death: An empirical analysis of art price formation. *Economic Inquiry*, 49(3), 697-715.

Velthuis, O. (2003). Symbolic meanings of prices: Constructing the value of contemporary art in Amsterdam and New York galleries. *Theory and society*, 32(2), 181-215.

Velthuis, O. (2004). An interpretive approach to meanings of prices. *The review of Austrian economics*, 17(4), 371-386.

Voss, G. B., Parasuraman, A., & Grewal, D. (1998). The roles of price, performance, and expectations in determining satisfaction in service exchanges. *The Journal of Marketing*, 46-61.

Wacker, J. G. (1998). A definition of theory: research guidelines for different theory-building research methods in operations management. *Journal of operations management*, 16(4), 361-385.



Wagner, R. L., & Pacheco, N. A. (2020). Name-your-own-price as participative pricing strategy: a review of the literature from 2001–2017. *Journal of Strategic Marketing*, 28(7), 583-600.

Wagner, R. L., & Pacheco-natalia, N. A. Name-Your-Own-Price: A systematic review of the literature.

Wang, T., Gal-Or, E., & Chatterjee, R. (2009). The name-your-own-price channel in the travel industry: An analytical exploration. *Management Science*, 55(6), 968-979.

Willis, B. (2014). The advantages and limitations of single case study analysis. *E-International Relations*, 4.

Winzar, H. F. (1992). Product classifications and marketing strategy. *Journal of Marketing Management*, 8(3), 259-268.

Wisetrotomo, S. (2009, June-July). Di Tengah Gairah Transmedia, Tebaran Kode dan Kemasan Hasrat. *Visual Art*, 6(31), 68-73.

Woronkowicz, J., Rabovsky, T. M., & Rushton, M. (2017). Performance measurement as policy rhetoric: the case of federal arts councils. *International Journal of Cultural Policy*, 1-14.

Worth, S., & Adair, J. (1972). *Through navajo eyes*. Bloomington: Indiana UP.

Worthington, A. C., & Higgs, H. (2006). A note on financial risk, return and asset pricing in Australian modern and contemporary art. *Journal of Cultural Economics*, 30(1), 73-84.

Worthington, H.C., and Higgs, H. (2004). Art as Investment: Risk, Return and Portfolio Diversification in Major Painting Markets. *Accounting and Finance*, 44(2), 257- 272.

Yin, R. K. (2017). *Case study research and applications: Design and methods*. Sage publications.

Zangwill, N. (2018). Hotel Paintings and the Nature of Art: Everyday Artistic Phenomena and Methodology. *The Monist*, 101(1), 53-58.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of marketing*, 2-22.

Zhang, S. Empirical Research on the Relationship between Principled Negotiation in Teamwork and Negotiation Outcomes.

Zhang, S., & Milan, C. (2018). A Study of Price Negotiating Strategy Based on the Sense Giving Theory. *Management & Engineering*, (31), 3-10.

Zolfagharian, M. A., & Cortes, A. (2011). Motives for purchasing artwork, collectibles and antiques. *Journal of Business & Economics Research (JBER)*, 9(4), 27-42.

Zorloni, A. (2005). Structure of the contemporary art market and the profile of Italian artists. *International Journal of Arts Management*, 61-71.



**Proses Penetapan Harga Karya Seni Mural sebagai Hiasan Dekoratif di Hotel ARTOTEL**

YOHANA ARI RATNANING, B.M Purwanto, MBA., Ph.D. ; Bayu Sutikno, MSM., Ph.D. ; Yulia Arisnani Widyaningsih.

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS  
GADJAH MADA

Zorloni, A. (2013). The System of Contemporary Art. In *The Economics of Contemporary Art* (pp. 21-33). Springer Berlin Heidelberg.



**Proses Penetapan Harga Karya Seni Mural sebagai Hiasan Dekoratif di Hotel ARTOTEL**

YOHANA ARI RATNANING, B.M Purwanto, MBA., Ph.D. ; Bayu Sutikno, MSM., Ph.D. ; Yulia Arisnani Widyaningsih.

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS  
GADJAH MADA