

## DAFTAR PUSTAKA

### Buku

- Alma, Buchari, 2007, *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung.
- Assauri, Sofjan, 2015, *Manajemen Pemasaran: Dasar, Konsep, dan Strategi*, PT Raja Grafindo Persada, Jakarta.
- Chandra, Gregorius, 2002, *Strategi dan Program Pemasaran*, Andi Offset, Yogyakarta.
- Dharmestha, Swastha Basu, 2014, *Manajemen Penjualan*, BPFE, Yogyakarta.
- Engel, J.F, Blackwell, R.D, and Miniard, P.W, 1995, *Consumer Behavior* Edisi 8, Dryder, New York.
- \_\_\_\_\_, 1994, *Perilaku Konsumen Terjemahan Budijanto*, Edisi Keenam, Jilid 1, Bina Aksara, Jakarta.
- Kotler dan Keller, 2012, *Manajemen Pemasaran* Edisi 12, Erlangga, Jakarta.
- \_\_\_\_\_, 2009. *Manajemen Pemasaran*. Jilid I. Edisi 13, Erlangga, Jakarta.
- Kotler, Philip, 2005, *Manajemen Pemasaran*, Jilid I dan II, PT. Indeks, Jakarta.
- Loudon, D.L, dan Della Bitta, A.J, 1993, *Consumer Behavior: Concepts and Application*, Mc.Grow-Hill.Inc, Singapore.
- Machfoedz, Mahmud, 2010, *Komunikasi Pemasaran Modern* Cetakan Pertama, Cakra Ilmu, Yogyakarta.
- Mills, K.H., Paul, J.E., dan Moorman, K.B, 1995. *Applied visual merchandising* Edisi 3, Prentice Hall, New Jersey.
- Mowen, John, C dan Michael Minor, 2002, *Perilaku Konsumen* Jilid Kedua, Erlangga, Jakarta.
- Mullin, Roddy dan Cummins, Julian, 2004, *Sales Promotion*, PPM, Jakarta.
- Nugroho J. Setiadi. 2013. *Perilaku Konsumen* Edisi Revisi. Kencana Perdana Media Grup, Jakarta.
- Shimp, Terence, 2000, *Periklanan Promosi: Aspek Tambahan Komunikasi. Pemasaran Terpadu*, edisi ke-5, Erlangga, Jakarta.

- Solomon, Michael R dan Nancy J. Rabolt, 2004, *Consumer Behavior in Fashion*, Pearson Education Inc, London.
- Sugiyono, 2016, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, PT Alfabet, Bandung.
- \_\_\_\_\_, 2013, *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*, Alfabeta, Bandung.
- \_\_\_\_\_, 2012, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, Alfabeta, Bandung.
- \_\_\_\_\_, 2010, *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*, Alfabeta, Bandung.
- Utami, Christina Whidya, 2008, *Manajemen barang dagang dalam bisnis ritel*, Bayumedia Publishing, Malang.
- \_\_\_\_\_, 2010, *Manajemen Ritel: Strategi dan Implementasi Ritel Modern*, Salemba Empat, Jakarta.
- Uyung, Sulaksana, 2007, *Integrated Marketing Communications*, Pustaka Pelajar, Yogyakarta.

### **Jurnal**

- Arifianti, Ria, 2009, *Pengaruh Promosi Penjualan terhadap Impulse Buying pada Hypermarket di Kota Bandung*.
- Arnold, M. J.& Reynolds, K. E, 2003, *Hedonic Shopping Motivation*, Journal of Retailing.
- Bhatti, Khurram L, dan Latif, Seemab, 2014, *The Impact of Visual Merchandising on Consumer Impulse Buying Behavior*, *Eurasian Journal of Business and Management* Vol. 2, No. 1.
- Damayanti, Christian, 2010, *Pengaruh Strategi Diskon terhadap Keputusan Pembelian yang Tidak Direncanakan Impulse Buying oleh Pembeli di Matahari Departemen Store Tunjungan Plaza Surabaya*.
- Devi Yanthi dan Edwin Japarianto, 2014, *Analisis Pengaruh Hedonic Shopping Tendency Dan Visual Merchandising Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Area Ladies*

*Matahari Department Store Tunjungan Plaza Surabaya*, Jurnal Manajemen Pemasaran Petra Vol. 2, No. 2.

Dholakia, U.M, 2000, *Temptation and Resistance: An Integrated Model of Consumption Impuls Formation and Enactment*, Journal Psychology and Marketing, Vol 17, No. 11.

Faisal Reza, 2016, *Strategi Promosi Penjualan Online Shop Lazada.co.id. PT. Bank Mandiri (Persero) Tbk.* Jurnal Kajian Komunikasi. Vol. 4.

Hadjali, Hamid et al, 2012, *Exploring Main Factors Affecting on Impulse Buying Behaviors*. Journal of America Science, Vol. 8, No. 1.

Hirschman dan Stern, 2001, *Do Consumer Genes Influence Their Behavior?*.

Jain, S. K, dan Jain, R, 2013, *Consumer Ethnocentrism and Its Antecedents: An Exploratory Study of Consumers in India*, Asian Journal of Business Research, Vol. 3, No. 1.

Karbasivar, A, dan Yarahmadi, H, 2011, *Evaluating Effective Factors on Consumer Impulse Buying Behavior*, Asian Journal of Business Management Studies 2.

Kaur, A, 2013, *Effect of Visual Merchandising on Buying Behavior of Customers in Chandigarh*. International Journal of Engineering Science and Innovative Technology, Vol. 2, No. 3.

Kim, J, 2003, *College Students' Apparel Impulse Buying Behaviors In Relation to Visual Merchandising*. University of Georgia in Partial, A Thesis Submitted To The Graduate Faculty of the University of Georgia.

Mehta, dan Chugan,, 2013, *The Impact of Visual Merchandising on Impulse Behavior of Consumer: A Case from Central Mall of Ahmedabad India*, Vol. 1, No. 2.

North Central Region Center For Rural Development, 1991, *Best of NCRCRD at Iowa State University*

Park,Eun Joo., Eun Young Kim., Judith Cardona Forney, 2005, *A Structural Model of Fashion Oriented Impulse Buying Behavior*, Journal of Fashion Marketing and Management, Vol.10, No. 4.

Rook, D. W, dan Fisher, R. J, 1995, *Normative Influences on Impulsive Buying Behavior*, Journal of Consumer Research.

Scarpi, 2006, *Fashion Stores Between Fun and Usefulness*. Journal of Fashion Marketing and Management, Vol. 10, No. 1.

- Septiviana, Willy Duentitan. 2010. *Pengaruh Pemberian Hadiah (Gimmick) terhadap Keputusan Pembelian Es Krim Walls di Hypermart City of Tomorrow Surabaya*.
- Soeseno bong, P, 2011, *Pengaruh in store stimuli terhadap impulse buying behaviour konsumen hypermarket di Jakarta*
- Soundhariya, and Sathyan, 2015, *Visual Merchandising and its Impact on Customer Buying Decisions*. Indian Journal of Applied Research.
- Tahalele, Marie C dan Pattipeilohy, Victor R, 2014, *Pengaruh Konsumsi Hedonis dan Emosi Positif Terhadap Perilaku Pembelian Impulse pada Swalayan Alfa di Kota Ambon*.
- Tendai, Mariri dan Crispen, Chipunza, 2009, *In-store environment and impulsive buying*, African Journal of Marketing Management, Vol. 1, No. 4.
- Verplanken, B, dan Herabadi, A, 2001, *Individual Differences in Impulse Buying Tendency: Feeling and no Thinking*. European Journal of Personality, Vol. 15.
- Windiarso, Gilang, 2013, *Pengaruh Hedonic Shopping Value Terhadap Impulse Buying Dimediasi Oleh Positive Emotion Pada Konsumen Carefour Plaza Ambarukmo Yogyakarta*.
- Yanthi, dan Japariato, 2014, *Analisis Pengaruh Hedonic Shopping Tendency Dan Visual Merchandising Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervening Pada Area Ladies Matahari Department Store Tunjungan Plaza Surabaya*. Jurnal Manajemen Pemasaran Petra, Vol. 2, No. 2.
- Yistian, Ni Nyoman Manik, Ni Nyoman Kerti Yasa, dan I.G.A Ketut Gede Suasana, 2012, *Pengaruh Atmosfer Gerai dan Pelayanan Ritel Terhadap Nilai Hedonik dan Pembelian Impulsif Pelanggan Matahari Department Store Duta Plaza di Denpasar*. Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan, Vol. 6, No.2.