

## DAFTAR PUSTAKA

- Assael, H. (2004). *Consumer Behavior and Marketing Action*. 6th Ed., Singapore: Thomson Learning .
- Dharmmesta. B. S. (1993), 'Perilaku Berbelanja Konsumen Era 90an dan Strategi Pemasaran,' *Journal Ekonomi dan Bisnis Indonesia*, Vol VIII, No 1, pp. 29-41.
- Dittmar, H. (2005a). Compulsive Buying-A Growing Concern? An Examination of Gender, Age, and Endorsement of Materialistic Values As Predictors. *British Journal of Psychology*, 96, 467-491.
- Dittmar, H. (2005b). "A New Look at "Compulsive Buying":Self- Discrepancies and Materialistic Value,"*Journal of Social and Clinical Psychology*, vol. 24, no 6, pp.832.
- Djawanto P.S dan Pangestu Subagyo.1993. *Statistik Induktif* edisi 4, Yogyakarta : BPFE
- Faber, R.J. and O'Guinn, T.C. (1992). *A Clinical Screener for Compulsive Buying*. *Journal of Consumer Research*, 19, 459-469.
- Faber, R.J. and O'Guinn, T.C. (1989). Compulsive Buying: A Phenomenological Exploration. *Journal of Consumer Research*, 16, 147-157.
- Gwin, C.F., James, A.R., and Carlos, R.M. (2005). Nature Vs Nurture: The Role of Family in Compulsive Buying. *Marketing Management Journal*, 15, 95-107.
- Howard, A.J and Sheth, N.J (1967). "A Theory of Buyer Behavior," in Enis, M.B; Cox K; and Mokwa, P.M., (1995), *Marketing Classics*, 8<sup>th</sup> ed. Englewood Cliffs, NJ: Prentice Hall
- Indriantoro, N. dan Supomo. 1999. *Metode Penelitian Bisnis*. Yogyakarta : BPFE.
- Indriantoro, N. dan Supomo. 2002. *Metode Penelitian Bisnis Untuk Akuntansi dan Manajemen*, edisi 1. Yogyakarta : BPFE.
- Kwak, H., Zinkhan, G.M., and Crask, M.R. (2003). Diagnostic Screener for Compulsive Buying: Applications to the USA and South Korea. *The Journal of Consumer Affairs*, 37 (1), 161-169.
- Kotler, Philip dan Gary Armstong, *Dasar-dasar Pemasaran*, Terj. Alexander Sindoro, Jakarta: Prenhallindo, 1997.
- Kotler, Philip dan A.B. Susanto. *Manajemen Pemasaran Di Indonesia*, Analisis Perencanaan, Implementasi dan Pengendalian. Ed. Pertama-Jakarta: Salemba Empat, 1999.
- Kotler, Philip dan Keller, K.L (2006), *Marketing Management*, 12<sup>th</sup> ed. Upper Saddle River, NJ: Prentice Hall.

Koran Republika

Malhotra, N.K. (2010). *Marketing Research: An Applied Orientation*. 6th Edition. Pearson Education, Inc.

Park, Jung-Hye; Burns, Davis; Leslie. (2005). Fashion Orientation, Credit Card Use, and Compulsive Buying. *The Journal of Consumer Marketing*. 22 (2/3). 135-141.

Sri Rahayu. 2005. *Aplikasi SPSS Versi 12.00 Dalam Riset Pemasaran*, CV. Jawa Barat; Alfabeta.

Roberts, J.A. (1998). Compulsive Buying Among College Students: An Investigation of its Antecedents, Consequences, and Implications for Public Policy. *The Journal of Consumer Affairs*, 32 (2), 295-319.

Roberts, J.A. (2000). Consuming In A Consumer Culture: College Students, Materialism, Status Consumption, and Compulsive Buying. *The Marketing Manajemen Journal*, 10 (2), 76-91.

Roberts, J.A. and Pirog, S.F. (2004). Personal Goals and Their Role in Consumer Behavior: *The Case of Compulsive Buying. of Marketing Theory and Practice*, Summer, 61-73.

Sekaran, U. (2000), *Research Methods For Business*, 3<sup>rd</sup> , New York: Jhon Wiley & Sons, Inc.

Santoso, S (2000). *Buku Latihan SPSS*. Statistik Parametrik. Jakarta: Elex Media Komputindo.

Soliha, Euis (2010). Pengaruh Self-Acceptance Importance, Affiliation Importance dan Community Feeling Importance terhadap Compulsive Buying, *Journal Siasat Bisnis* Vol. 1, 19-26.

Sugiyono. 2005. *Metode* . Bandung :Alfabeta. Penelitian Bisnis

Suwarno, Henky Lisan (2007). Tesis Tentang Perilaku Konsumen, Compulsive Buying, Personal Goals UGM 2007.

Winarno, W.W. (2009). *Analisis Ekonometri dan Statistika dengan Eviews*. Edisi Kedua. Yogyakarta: UPP STIM YKPN.

[www.Google.com](http://www.Google.com)