DAFTAR PUSTAKA

Asim Ali, Chairman, IM Business Service, Abbottabed, Pakistan, 2009, al., 2009). *Exposure to in-store marketing stimuli produces unplanned buying actions, as identified* by Bell et al. (2011).

Bateson, John E.G. and Michael Hui (1987), "*A Model for Crowding in the Service Experience: Empirical Findings," in Integration for Competitive Advantage*, J.A. Czepiel, C.A. Congram and J. Shanahan, eds., Chicago: American Marketing Association.

Basu, Swasta dan Irawan. 2008. *Manajemen Pemasaran Modern.* Yogyakarta: Liberty

Buchari, Alma. 2007. *Manajemen Pemasaran dan Pemasaran Jasa, edisi revisi* .Bandung: Alfabeta.

Buchari, Alma. 2009. *Manajemen Pemasaran dan Pemasaran Jasa.* Bandung:Alfabeta.

Cobb J.C. & Hoyer W.D., 1986, *Planned versus impulse purchase behaviour*. *Journal of Retailing*, 62(4), pp. 384-409.

Cristina Widhya Utami, 2000, di kutip oleh Hatane Semuel, 2005. *dalam Respon Lingkungan Belanja Sebagai Stimulus Pembelian Tidak Tidak Terencana pada Toko Serba Ada. Jurnal Manajemen & Kewirausahaan*, Vol. 7 No. 2, September 2005:151-170

Dony. 2007. *Pembelian Terencana dan Tak Terencana*. *Artikel Kamar Marketing*.

Fajar, Laksana. 2008. *Manajemen Pemasaran.* Yogyakarta: Graha Ilmu.

Fandy, Tjiptono,dkk. 2004. *Marketing Scales*. Yogyakarta: Andi.

Fandy, Tjiptono. 2008. *Strategi Pemasaran.* Yogyakarta: Andi Offset.

Hatane Semuel, 2005. "*Respons Lingkungan Berbelanja Sebagai StimulusPembelian Tidak Terencana pada Toko Serba Ada (Toserba) (Studi KasusCarrefour Surabaya)*". Jurnal Manajemen & kewirausahaan, Vol.7. No.2. http://puslit.petra.ac.id/~puslit/journals/.

Hatane Semuel, 2006. "*Dampak Respon Emosi Terhadap KecenderunganPerilaku Pembelian Impulsif Konsumen Online dengan Sumberdaya yang Dikeluakan dan Orientasi Belanja Sebagai Variabel Mediasi*". Jurnal manajemen dan kewirausahaan.Vol.8.No.2. *http://www.petra.ac.id/~puslit/journals/dir.php?DepartmentID=MAN*

Hatane, S., 2005, *Respons lingkungan berbelanja sebagai stimulus pembelian*, *Journal Mana-jemen dan Kewirausahaan*, 7(2), pp. 152-170.

Hausman, A., 2000, *A multi- method investigation of consumer motivations in impulse buying behavior*, *Journal of Consumer Marketing*, 17(15), pp. 403-419.

Hawkins, Roger & Kenneth. (2004). *Consumer Behavior. Building marketing strategy* 9/e.Asia : McGraw-Hill

Kotler Philip, Swee Hoon Ang, Siew Meng Leong, Chin Ting, 2004*Manajemen Pemasaran Sudut Pandang Asia.* Edition Ketiga. Indonesia: Indeks

Kotler, Philip dan Keller, Kevin, Lane.2008. *Management Marketing*. Prentice Hall.New Jersey.

Kusumowidagdo, Astrid. 2005. *Peran Penting Perancangan Interior Pada Store Based Retail*. Dimensi Interior. 1 Juni 2005 (17.30).

Luo, Xueming. (2005), "*How Does Shopping With Others Influence Impulsive Purchasing?*", Journal of Consumer Psychology, 15(4), 228-294.

Matilla, J. Wirtz, dan Jayanta Chatterjee. 2001. Service Marketing : People, Technology, Strategy. Sixth Edition. USA: Prentice Hall.

Mariri Tendai and Chipunza Crispen, 2009, *In-Store Shopping Environment and Impulsif Buying, Journal of Marketing Management* vo;. 1(4), July. Pp. 102-108

Michon, *et. al* (2005), "*Perceived Control and the Effects of Crowding and Consumer Choice on the Service Experienc*," Journal of Consumer Research, 18 (September), 174-184.

Mowen, John and Minnor. 2002. *Perilaku Konsumen.* Jakarta: Erlangga.

Park, Joo, Kim & Forney, 2005, *A structural model of fashion oriented impulse buying behavior*, *Journal of Fashion Marketing and Mana-gement*, 10(4), 433-446.

Peter,Olson. 2005. *Consumer Behaviour and Marketing Strategy*. New York: Mc. Graw Hill.

Rook. 1987. "*The Impulse Buying"*. The Journal of Consumer Research, Vol.14. No.2, http://www.jstor.org/stable/248941.

Saladin, Djaslim. 2000. *Manajemen Pemasaran, Perencanaan, Pelaksanaan, dan Pengendalian*. Bandung : PT. Linda Karya.

Smith R Gary, 1990, *Display and Promotion*, third edition, Mc Graw Hill, NewYork.

Sopiah dan Syihabuddin.2008. *Manajemen Bisnis Ritel*. Andi Yogyakarta

Sugiono. 2009. *Metodologi Penelitian Bisnis*. Bandung: CV. Alfabeta.

Sutisna.2002.*Perilaku Konsumen dan Komunikasi Pemasaran*.Bandung:PT Remaja Rosdakarya

Stern, H., April 1962, *The significance of impulse buying today*, *Journal of Marketing*, Vol. 26(4), pp. 59-62.

Terrazas T, Mata LL, Hernandez JIV. 2006. "*In-store environment and impulsive buying*", African Journal of Marketing Management, Vol. 1(4) pp. 102-108.

Umi, Narimawati. 2007. *Riset Manajemen Sumber Daya Manusia*. Jakarta : Agung Media.

Umi, Narimawati. 2008. *Metodologi Penelitian Kualitatif dan Kuantitatif Teori Aplikasi*. Jakarta: Agung Media.

Zaichkowsky, J.L., Desember 1985, *Measuring the Involvement Construct in Marketing. Journal of Consumer Research,* 12(12), pp. 341-352.