

DAFTAR PUSTAKA

- Abdurachman, U. (2004). Analisis Faktor-Faktor yang Menimbulkan Kecenderungan Minat Beli Konsumen Sarung. Studi Perilaku Konsumen Sarung Jawa Timur. *Jurnal Manajemen*
- Anandan, C., Mohanraj, M.P dan Madhu., S., (2006). A Study of the Impact of Values and Lifestyles (VALS) on Brand Loyalty with Special Reference to English Newspapers. *Journal of Management*
- Anoraga, P. (2000). *Manajemen Bisnis* . Jakarta: PT. Rineka Cipta.
- Ajzen, I. (2005). *Attitude, Personality and Behavior. (2nd Edition)*. New York: Open University Press
- Ajzen, I. (2005). *The theory of planned behaviour*
<http://people.umass.edu/ajzen/index.html>
- Arikunto, S. (2006). *Prosedur Penelitian Suatu Pendekatan Praktik (Edisi Revisi VI)*. Jakarta: PT. Rineka Cipta.
- Assael, H. (2002). *Consumers Behavior and Marketing Action. (3rd Edition)*. Boston Massachusset AS: Kent Publishing Company.
- Azwar, S. (2007). *Reliabilitas dan Validitas*. Yogyakarta : Rineka Cipta.
- _____. (2007). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar
- Demam Ipad . (2011). <http://www.tekno.kompas.com/read/2011/07/17/04145661/Demam.iPad> (Diakses pada 29 Agustus 2011 Pukul 15:55)
- Diab, E. (2009). Attitude, Values, and Purchase Intention. *Journal of Consumer Satisfaction*
- Engel, JF., Blackwell, RD., Miniard, PW. (1995). *Consumer Behavior. (8th Edition)*. United States of America: The Dryden Press.
- Fenomena Tablet. (2011). <http://www.gadgetsplaces.com/laptop/how-to-choose-a-notebook-pc.html> (Diakses pada 29 Agustus 2011 Pukul 17:05)
- Gartner. (2009).<http://www.pasarkomputer.com/kuartal/ii.html> (Diakses pada 30 Agustus 2011 Pukul 10:27)
- Hadi, S. (2000). *Statistik JilidA 2*, Edisi enam, Yogyakarta: Andi Offset
- Hall, C.S., & Lindzey, G. (1998). *Introduction to Theories of Personality*. United States. Wiley & Sons, Inc.

- Hawkins, D, Mothersbaugh, D, & Best, R (2007). *Consumer Behavior: Building Marketing Strategy*. New York City: McGraw-Hill.
- Hogg, A. Michael & Vougham M. Graham (2002). *Social Psychology 3rd ed.* Ashford Colour press Ltd, Gosport.
- Hurlock, E. B. (2004). *Psikologi Perkembangan: Suatu Pendekatan Sepanjang Rentang Kehidupan*. Alih Bahasa : Istiwidayanti. Edisi Kelima. Jakarta: Erlangga
- Hussein, Z., Nabsiah A. W & Norizan S. (2010). Evaluating Telepresence Experience and Game Players' Intention to Purchase Product Advertised in Advergame. *Journal of Engineering and Technology*. World Academy of Science 66
- Ismail, V. Y., & Zain, E. (2008). Peranan Sikap, Norma Subjektif, dan *Perceived Behavioral Control* terhadap Intensi Pelajar SLTA untuk Memilih Fakultas Ekonomi. *Jurnal Ekonomi dan Bisnis* Volume 5 Nomor 3, Desember 08.
- Kamus Bahasa Indonesia Online. (2011) <http://kamusbahasaindonesia.org/> (Diakses pada 20 November 2011 Pukul 11:47)
- Kasali, R. (1998). *Membidik Pasar Indonesia: Segmentasi, Targeting, Positioning*. Jakarta: PT. Pustaka Utama Grafiti.
- Komputer dan Mahasiswa. (2011). <http://www.tekno.kompas.com/read/2011/08/25/02911564/Komputer.dan.Mahasiswa> (Diakses pada 10 Januari 2012 Pukul 15:55)
- Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation and Controlling*. (8th Edition). New York: Prentice Hall.
- Kunto, Y. S & Pasla, P. R (2006). Segmentasi Gaya Hidup Pada Mahasiswa Program Studi Pemasaran Universitas Kristen Petra. *Jurnal Manajemen Pemasaran* Vol. 1, No. 1.
- Landry, C.C (2003). *Self efficacy, motivation, and outcome expectation correlates of college* <http://etd.lsu.edu/docs/available/etd-0409103084327/unrestricted/CHAPTER2.pdf>
- Mardiani, A. (2007). Hubungan Antara Konformitas Terhadap Teman Sebaya Dengan Kecenderungan Gaya Hidup *Experiencers* pada Siswa Kelas XI SMA Labschool Jakarta. *Ringkasan Skripsi*. Universitas Diponegoro
- Martinez, E. & Elena, F. (2006). Environmental values and lifestyles as determining factors of ecological consumer behaviour: an empirical analysis. *Journal of Consumer Marketing*. Emerald Group Publishing Limited

- Miranda A, Augusto, J & Rui (2007). *VALS ISEG Marketing*. <http://www.iseg.utl.pt/aula/cad387/G%20VALS.ppt> (Diakses pada 17 November 2011 Pukul: 20:19)
- Mowen, J. C. & Minor M. (2002). *Perilaku Konsumen*. Erlangga, Jakarta.
- Nurani, E. S & Haryanto, J. O (2011) Pengaruh Celebrity Endorser, Brand Association, Brand Personality dan Product Characteristic dalam Menciptakan Intensi Pembelian. *Journal of Business Strategy and Execution* 2(2) 104 – 125
- Peter, P.L., & Olson, C.J. (2002). *Consumer Behavior and Marketing Strategy (6th Edition)*. America: The McGraw-Hill Companies
- Schiffman, L.G., & Kanuk, L.L. (2004). *Consumer Behavior (8th Edition)*. Prentice Hall, Inc. New Jersey.
- Soderlund, M. & Ohman, N. (2003). Behavioral Intentions in Satisfaction Research Revisited. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16, 53-66.
- Suryabrata, S. (2002). *Metodologi Penelitian*. Jakarta: PT Raja Grafindo Persada.
- _____. (2002). *Pengembangan Alat Ukur Psikologi*. Yogyakarta: Andi Offset
- Tirtiroglu, E. dan Elbeck M. (2008). Qualifying Purchase Intentions Using Queueing Theory. *Journal of Applied Quantitative Methods*
- Tongkroanganonlinemuda, (2011). (<http://tongkolmuda.com/berita-tongkol/2011-komputer-tablet-makin-ngetrend/>) (Diakses pada 05 Desember 2011 Pukul 15:37)
- Tablet, Trend dan Teknologi (2011). <http://tribunnews.com/read/2011/06/22/1264524/Tablet.Trend.Teknologi> (Diakses pada 05 September 2011 Pukul 14:50)
- Wahana, K. (2011). *Panduan Memilih Notebook, Netbook, dan Tablet*. Yogyakarta: Andi Offset
- Wang, D. & Suresh K. T. (1994). The Role of Power in Service Quality, Purchase Intentions and Purchase Action. *Journal Management*
- Wilbanks, B.S. Jennifer K. (2005). Exploring Lifestyle Orientation, Attitudes Toward Lifestyle Merchandising, And Attitudes Toward Lifestyle Advertising As Predictors Of Behavioral Intention to Purchase Lifestyle Home Furnishing Products

Winkel, W.S., (1997), *Bimbingan dan Konseling di Institusi Pendidikan*, Jakarta:
Gramedia Widiasarana