

DAFTAR PUSTAKA

- Kotler, Keller. (2009). **Manajemen Pemasaran**. Penerbit Erlangga. Jakarta
- Lovelock, Wirtz. (2011). *Services Marketing (People, Technology, Strategy)*. Pearson Education Limited. England
- Magdalena. (2005). **Analisis Pengaruh Situasi, Produk, Individu pada Perilaku Membeli dan Mengkonsumsi Makanan Ringan**. Universitas Gadjah Mada. Fakultas Ekonomi.
- Turley, Milliman. (2000). *Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence*. Journal of Business Research 49 193–211 (2000)
- Park, Gretzel. (2010). *Influences on Perceived Usefulness of Comparison Shopping Tools*. Journal of Electronic Commerce Research, Vol 11, No 4
- Stefanie, Funny, dan Slamet Mulyana. (2012). **Pengaruh Penggunaan Website terhadap Keputusan Pembelian**. Universitas Padjadjaran. Fakultas Ilmu Komunikasi
- M Rhendria. (2010). **Analisis Faktor-faktor yang Mempengaruhi Keputusan Pembelian**. Universitas Diponegoro. Fakultas Ekonomi.
- Anglin, L.K. J.K. Stuenkel, and L.R. Lepisto. **The Effects of Stress on Price Sensitivity and Comparison Shopping**. *Advances in Consumer Research*, 21:126-131, 1994.

Chan, T.Y., V. Kadiyali, and Y.H. Park. **Willingness to pay and competition in online auctions.** *Journal of Marketing Research*, Vol. 44:324–333, 2007.

Cowart, K.O. and R.E. Goldsmith. **The influence of consumer decision-making styles on online apparel consumption by college students.** *International Journal of Consumer Studies*, Vol. 31, No. 6: 639-647, 2007.

Klassen, M., P. Gupta, and M.P. Bunker. **Comparison shopping on the Internet.** *International Journal of Business Information Systems*, Vol. 4, No.5: 564-580, 2009.

Kocas, C. **Evolution of Prices in Electronic Markets Under Diffusion of Price-Comparison Shopping.** *Journal of Management Information Systems*, Vol. 19, No. 3:99-119, 2002.

Marmorstein, H., D.Grewal, and R.P.H. Fishe. **The Value of Time Spent in Price-Comparison Shopping: Survey and Experimental Evidence.** *The Journal of Consumer Research*, Vol.19, No.1:52-61, 1992.

<http://prezi.com/4ugw3qtfdgym/pengaruh-harga-dan-kualitas-produk-terhadap-keputusan-pembe/>

<http://www.allbusiness.com/glossaries/comparison-shopping/4959910-1.html>