

DAFTAR PUSTAKA

- Babin BJ, Daren WR, Griffin M, (1994), “*Work and/or fun: Measuring hedonic and utilitarian shopping value*”, *J. Consum, Res.* 20:644-656.
- Bagyarta., S. D & Dharmayanti, Dyah. (2014). “Analisa Pengaruh Hedonic dan Utilitarian Value Terhadap Repurchase Intention Pada Industri Pusat Kebugaran Kelas Menengah Atas di Sidoarjo.” *Jurnal Manajemen Pemasaran Petra* Vol 2, No. 1 (2014).
- Ha J, Jang S., (2010), “Perceived value, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurant”, *Int. J. Hosp. Manag.* 29:2-13.
- Hanzaee, K. H., and Rezaeyeh, S. P., (2012), “Investigation of the effects of hedonic value and utilitarian value on customer satisfaction and behavioral intentions”, *African Journal of business management*, Vol. 7(11), pp. 818-825.
- Hirschman. E.C. and Holbrook. M. B., (1982), “Hedonic consumption: emerging concepts, Methods, and Propositions”, *Journal Of Marketing*, Vol 46. 92-101.
- Kartika, Gilang, Widya (2013). “*Analisis Pengaruh Hedonic Value dan Utilitarian Value terhadap Kepuasan Konsumen dan Behavioral Intention, pada Industry Fas-Casual Restaurant*”. (Tesis). Jakarta: Universitas Indonesia.
- Kotler dan Keller, (2012), *Marketing Management Edisi 14*, Global Edition. Pearson Prentice Hall.
- Mowen, John C. dan Minor, Michael, (2002), *Perilaku Konsumen Edisi 5*, Alih bahasa: Dwi Kartini Yahya, Jakarta: Erlangga.
- Overby, J.W. and Lee, E.J. (2006). “The effects of utilitarian and hedonic online shopping value on consumer preference and intentions”. *J Business Research*, 59: 1160-1166.
- Peter, J. P. dan Olson, J. C. (2014) *Perilaku konsumen dan strategi pemasaran*, terjemahan Diah Tantri Dwiandani. Edisi 9 Buku 2. Salemba Empat. Jakarta.
- Rahmawati, A., Fajarwati, Fauziyah, (2012), *Statistika*, Yogyakarta, Badan Penerbit Universitas Muhammadiyah Yogyakarta.
- Ryu, K., Han, H., & Jang, S. (2010). “Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry”. *International Journal of Contemporary Hospitality Management*, 22 (3), 416-432.

Sekaran, Uma. (2006). *Research Methods For Business*. Jakarta: Salemba Empat.

Sugiyono, (2014), *Metode Penelitian Manajemen*, cetakan ke-3, Bandung, ALFABETA CV.

Tjiptono, Fandy. (2011). *Pemasaran Jasa*. Malang: Bayumedia Publishing.

Website:

<https://kumparan.com/rina-nurjanah/seberapa-tinggi-pengeluaran-di-yogyakarta?ref=body>. Diakses tanggal 8 Juni 2017 puku 14.00 WIB.

<http://www.tribunnews.com/bisnis/2014/04/02/dalam-5-tahun-jumlah-restoran-kelas-menengah-tumbuh-250-persen>. Diakses tanggal 8 Juni 2017 pukul 13.00 WIB.

<http://www.tribunnews.com/bisnis/2016/07/27/sepanjang-tahun-2016-ini-pertumbuhan-industri-makanan-dan-minuman-stabil>. Diakses tanggal 8 Juni 2017 pukul 13.25 WIB.