DAFTAR PUSTAKA

Arifin, Zaenal (2005). *Teori Keuangan & Pasar Modal*. Yogyakarta: EKONISIA

Asri, M. (2013). *Keuangan Keperilakuan*. Yogyakarta: BPFE.

Bhargava, Saurabh & Fisman, Ray (2014). Contrast effects in sequential decisions: Evidence from speed dating. *Review of Economics and Statistics*, 96, 444–457.

Damisch, Lysann, Thomas Mussweiler & Henning Plessner (2006). Olympic medals as fruits of comparison? Assimilation and contrast in sequential performance judgments. *Journal of Experimental Psychology. Applied* 12, 166.

Darmadji, Tjiptono & Hendy Fakhrudin (2012). *Pasar Modal di Indonesia*. Jakarta: Salemba Empat.

DellaVigna, Stefano, Attila Lindner, Balazs Reizer & Johannes F. Schmieder (2017). Reference-dependent job search: Evidence from hungary. *The Quarterly Journal of Economics*, 132, 1969–2018.

DellaVigna, Stefano & Joshua M. Pollet (2009). Investor inattention and friday earnings announcements. *Journal of Finance* 64, 709–749.

Fama, E. F. (1970). Efficient Capital Markets: A review of theory and empirical work. *Journal of Finance*, Vol.47(2), 427-456.

Galotti, Kathleen M. (1999). *Cognitive psychology in and out of the laboratory*. Pacific Grove, Calif: Brooks/Cole.

Hartzmark, M. Samuel & Shue, Kelly (2017). A Tough Act To Follow: Contrast effects in financial markets. *Working Paper* 23883.

Hogarth, R. & Einhorn, H. (1992). Order effects in belief updating: the belief-adjustment model. *Cognitive Psychology*, 24, 1-55.

Kahneman, Daniel & Tversky, Amos (1979). Prospect theory: An analysis of decisions under risk. *Econometrica* 47, 278.

Kahneman, D., & Miller, D. T. (1986). Norm theory: Comparing reality to its alternatives. *Psychological Review*, 93, 136-153.

Kenrick, Douglas T., & Gutierres, Sara E. (1980). Contrast effects and judgments of physical attractiveness: When beauty becomes a social problem. *Journal of Personality and Social Psychology* 38, 131–140.

Levy, H. S. (1996). *Introduction to Investment*. South Western Publishing.

Malkiel, Burton Gordon (2003). *A Random Walk down Wall Street : the Time-Tested Strategy for Successful Investing*. New York: W.W. Norton.

Medin, D. L., Ross, B. H., & Markman, A. B. (2005). *Cognitive Psychology* (4th ed.) New York: Wiley.

Odean, Terrance (1998). Are investors reluctant to realize their losses? *The Journal of Finance* 53, 1775–1798.

Pepitone, Albert & DiNubile, Mark (1976). Contrast effects in judgments of crime severity and the punishment of criminal violators. *Journal of Personality and Social Psychology* 33, 448–459.

Shefrin, Hersh & Statman, Meir (1985). The disposition to sell winners too early and ride losers too long: Theory and evidence. *The Journal of Finance* 40, 777–790.

Simonsohn, Uri & Loewenstein, George (2006). *Mistake 37:* The effect of previously encountered prices on current housing demand. *Economic Journal* 116, 176–199.

Schwarz, N., & Bless, H. (1992). Constructing reality and its alternatives: An inclusion/exclusion model of assimilation and contrast effects in social judgment. In L. Martin & A. Tesser (Eds.). *The Construction of Social Judgment*, 217-245.

Sobur, Alex (2003). *Psikologi Umum*. Bandung: Pustaka Setia.

Tandelilin, Eduardus (2010). *Analisis Investasi dan Manajemen Portofolio*. Yogyakarta: Kanisius.