REFERENCES

- Adamowicz W.L. (Vic)., and Joffre., Swait. (2011). Are food choices really habitual? Integrating habits, variety seeking and compensatory choice in a utility maximizing
- Ahtola, O.T. (1985). "Hedonic and Utilitarian Aspects of Consumer Behavior: An Attitudinal Perspective," Advances in Consumer Research, 12(1): 7-10.
- American Psychiatric Association, 1985. Diagnostic and Statistical Manual of Mental Disorders. Washington, D.C.
- Anderson, E.W. and ForneII, C. (1994), "A customer satisfaction research prospectus", in Rust, R.T. and Oliver, R.L. (Eds), *Service Quality: New Directions in Theory, and Practice*, Sage, Thousand Oaks, CA.
- Arnold, M. J., & Reynolds, K. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77-95, doi:10.1016/S0022-4359(03)00007-1, http://dx.doi.org/10.1016/S0022-4359(03)00007-1. Downloaded at July 27 2012
- Babin, B., Darden, W., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644-656, doi:10.1086/209376, http://dx.doi.org/10.1086/209376. Downloaded at July 27 2012
- Babin, B., & Darden, W. (1995). Consumer self-regulation in a retail environment. *Journal of Retailing*, 71(1), 47-70,
- Babin, B., & Attaway, J. (2000). Atmospheric affect as a tool for creating value and gaining share of customer. *Journal of Business Research*, 49(2), 91-99.
- Bagozzi, R. P. (1992). The self-regulation of attitudes, intentions, and behavior. *Social Psychology Quarterly*, 55(2), 178–204.
- Batra, R., & Ahtola, O. (1990). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2(2), 159–170.
- Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2, 159–170.
- Bawa, K. (1990). Modeling inertia and variety-seeking tendencies in brand choice behavior. *Marketing Science*, 9(3), 263-278.
- Beatty, S. E. and Ferrell, M. E. (1998), "Impulse buying: modeling its precursors", *Journal of Retailing*, Vol. 74 No. 2, pp. 169-191.
- Bennet, R., & Rundle-Thiele, S. (2004). Customer satisfaction should not be the only goal. Journal of Service Marketing, 18(7), 514–523.

- Berman, B. and Evans, J. R. (2010). *Retail Management*. New Jersey: Prentice Hall.
- Bhatnagar, A., & Ghosh, S. (2004). A latent class segmentation analysis of E-Shoppers. *Journal of Business Research*, 57(7), 758-767.
- Bloch, P., & Bruce, G. (1984). Product involvement as leisure behavior. *Advances in Consumer Research*, 11(1), 197-202.
- Bloch, P., Sherrell, D., & Ridgway, N. (1986). Consumer search: an extended framework. *Journal of Consumer Research*, 13(1), 119-126.
- Bollen, K. A. (1989). Structural equations with latent variables. New York: Wiley
- Bolton RN, Drew JH. A longitudinal analysis of the impact of service changes on customer attitudes. J.Market. 1991;55(1):1-9.
- Cai, S., & Xu, Y. (2006). Effects of outcome, process and shopping enjoyment on online consumer behaviour. *Electronic Commerce Research and Applications*, 5(4), 272–281.
- Carpenter, J. M. (2008). Consumer shopping value, satisfaction and loyalty in discount retailing. *Journal of Retailing & Consumer Services*, 15(5), 358-363.
- Chang E (2002). The mediating role of shopping value in apparel shopping satisfaction. Ph.D. dissertation. Oregon State University.
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and Utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77, 417-424.
- Chitturi, R., Raghunathan, R., and Mahajan, V. (2008). "Delight by Design: The Role of Hedonic versus Utilitarian Benefits," *Journal of Marketing*, 72(3): 48-63.
- Cobb, C. J. and Hoyer, W. D. (1986),"Planned Versus Impulse Purchase Behavior", *Journal of Retailing*, Vol. 62 No.4, pp. 384-409. Retrieved, May 16, 2007, from http://web.ebscohost.com.
- Cottet P, Lichtlé M, Plichon V (2006). The role of value in services: a study in a retail environment. J. Consum. Market., 23(4/5): 219-227.
- Dahar, R., & Wertenbroch, K. (2000). Consumer choice between hedonic and utilitarian goods. *Journal of marketing research*, Vol. 23, PP. 60-71.
- Dhar, Ravi and Itamar Simonson (1992), "The Effects of the Focus of Comparison on Consumer Preferences," *Journal of Marketing Research*, 29 (4 November), 430-440.

- Driver, Michael J. and Siegfried Streufert (1964), "The 'General Incongruity Adaptation Level' (GIAL) Hypothesis: An Analysis and Integration of Cognitive Approaches to Motivation," Paper No. 114, Institute for Research in the Behavioral, Economic and Management Sciences, Krannert Graduate School of Management, Purdue University.
- Durianto, D. (2004) Strategi Menaklukkan Pasar Melalui Riset Brand Equity dan Perilaku Merek. Jakarta: PT. Gramedia Pustaka.
- Eroglu, S. A., Machleit, K. & Barr, T. F. (2004). Perceived retail crowding and shopping satisfaction: The role of shopping values. *Journal of Business Research*, in press.
- Eroglu, S. A., Machleit, K., & Barr, T. (2005). Perceived retail crowding and shopping satisfaction: the role of shopping values. *Journal of Business Research*, 58(8), 1146-1153, doi:10.1016/j.jbusres.2004.01.005, http://dx.doi.org/10.1016/j.jbusres.2004.01.005. Downloaded at July 27 2012
- Faber, R. J., and T. C. O'Guinn. (1988). "Compulsive Consumption and Credit Abuse." *Journal of Consumer Policy*, 11(1): 97-109.
- Fiske, D. W. and Salvatore R. Maddi (1961), Functions of Varied Experience. Homewood, IL: Dorsey Press.
- Flint, D., J., C., P., Blocker., and P., Boutin. (2008). Customer value anticipation as an operant resource driving customer satisfaction and loyalty. *Academic Papers*. Otago Forum 2.
- Foresee Results. (2005). Customer Satisfaction, Loyalty, And Buying Behavior In The Evolving Multi-Channel Retail World. www.foreseeresults.com. Downloaded at July 31 2012
- Gallarza, M. G., & Gil Saura, I. (2006). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel behaviour. *Tourism Management*, 27(3), 437–452.
- Gatignon, H. (1984). Competition as a moderator of the effect of advertising on sales. *Journal of Marketing Research*, 21(November), 387-98.
- Ghozali dan Fuad. (2005). Structural equation modeling Teori Konsep & Aplikasi Dengan Program Lisrel 8.54. Semarang: Badan Penerbit UNDIP.
- Giese, J., L., and J., A., Cote. (2002). Defining Consumer Satisfaction. *Academy of Marketing Science Review*. Volume 2000 No. 1.
- Goldsmith, R. E., & Newell, S. J. (1997). Innovativeness and price sensitivity: managerial, theoretical and methodological issues. *Journal of Product & Brand Management*, 6(3), 163-174.

- Goldsmith, R., Kim, D., Flynn, L., & Kim, W. (2005). Price sensitivity and innovativeness for fashion among Korean consumers. *Journal of Social Psychology*, 145(5), 501-508, doi:10.3200/SOCP.145.5.501-508.
- Ha, J., and S., Jang. (2011). Diners' Optimal Stimulation Level and Behavioral Intention.
- Hair, J. F. Jr., Black, W. C., Babin, B. J., Anderson, R. E. and Tatham, R. L. (2006). Multivariate Data Analysis, 6th Ed. New Jersey: Prentice Hall, Inc.
- Hair, J. F. Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis, 7th Ed. New Jersey: Prentice Hall, Inc.
- Han, S., Gupta, S., & Lehmann, D. (2001). Consumer price sensitivity and price thresholds. *Journal of Retailing*, 77(4), 435-456.
- Hanzaee., K., H., and Y. Khonsari. (2011). A Review Of The Role Of Hedonic And Utilitarian Values On Customer's Satisfaction And Behavioral Intentions (A case study; customers of Fasham restaurants). Interdisciplinary Journal of Research in Business Vol. 1, Issue. 5, May 2011(pp.34-45)
- Hayes, B. (1998). Measuring Customer Satisfaction. Milwaukee, WI: ASQ Quality Press.
- Hirschman, E. C. (1983). Predictors of self-projection, fantasy fulfillment, and escapism. *Journal of Social Psychology*, 120(1), 63-76, doi:10.1080/00224545.1983.9712011, http://dx.doi.org/10.1080/00224545.1983.9712011.
- Hirschman, E. C. (1984). Experience seeking: a subjectivist perspective of consumption. *Journal of Business Research*, 12(1), 115-136.
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: conceptual foundations. *Journal of Marketing*, 60(3), 50-68.
- Holbrook, M., & Hirschman, E. C. (1982). The experiential aspects of consumption: consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132-140.
- Hopkinson, G. C. & Pujari, D., (1999). A factor analytic study of the sources of meaning in hedonic consumption. *European Journal of Marketing*, 33 (3/4), 273-290.
- Hsu, M. H., Ju, T. L., Yen, C. H., & Chang, C. M. (2007). Knowledge sharing behavior in virtual communities: The relationship between trust, self-efficacy, and outcome expectations. *International Journal of Human–Computer Studies*, 65(2), 153–169.

- http://www.harianbhirawa.co.id downloaded at August 3 2012
- http://www.kompas.com downloaded at August 10 2012
- http://www.pasaratom.com downloaded at June 1 2012
- http://www.surabayapost.co.id downloaded at July 26 2012
- Irani, N., and K., H., Hanzaee. (2011). The Effects of Variety-seeking Buying Tendency and Price Sensitivity on Utilitarian and Hedonic Value in Apparel Shopping Satisfaction. *International Journal of Marketing Studies*. Vol. 3, No. 3.
- Jin, B., & Kim, J. O. (2003). A typology of Korean discount shoppers: shopping motives, store attributes, and outcomes. *International Journal of Service Industry Management*, 14(4), 396-419.
- Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, 59(9), 974–981.
- Jones M., Y., S., V., Montero, M., T., Spence, S., A., Eroglu and K., A., Machieit. (2010). Do Australian and American consumers differ in their perceived shopping experiences? A bi-cultural analysis. *International Journal of Retail & Distribution Management*. Vol. 38 No 8.
- Kahn BE, Isen A (1993). The influence of positive affect on variety seeking among safe, enjoyable products. J. Consum. Res., 20(2): 257-270.
- Kahn, B. E. (1995). Consumer variety-seeking among goods and services. *Journal of Retailing and Consumer Services*, 2(3), 139-148.
- Kanetkar, V., Weinberg, C., & Weiss, D. (1992). Price sensitivity and television advertising exposures: Some empirical findings. *Marketing Science*, 11(4), 359-71.
- Kankanhalli, A., Tan, B. C. Y., & Wei, K.-K. (2005). Contributing knowledge to electronic knowledge repositories: An empirical investigation. *MIS Quarterly*, 29(1), 113–143.
- Kempf, D. (1999). Attitude formation from product trial: distinct roles of cognition and affect for hedonic and functional products. *Psychology & Marketing*, 16(1), 35-50.
- Kollat, D. T, and Willett, Ronald. P. (1967), "Customer Impulse Purchasing Behavior," *Journal of Marketing Research*, 4 (February), pp. 21-31.
- Kotler, P. & G. Armstrong (2010). *Principles of marketing (Thirteenth Edition)*. Upper Saddle River, New Jersey: Prentice-Hall.

- Koufaris, M., Kambil, A., & Labarbera, P. A. (2001). Consumer behavior in webbased commerce: An empirical study. *International Journal of Electronic Commerce*, 6(2), 115–138.
- Krishnan, M., Ramaswamy, V., Meyer, M. and Damien, P. (1999) Customer Satisfaction for Financial Services: The Role of Products, Services and Information, *Management Science*, 45, 9, 1194-1209.
- Kwon, Kyoung-Nan and Dipti Jain (2009), Multichannel Shopping Through Nontraditional Retail Formats: Variety-Seeking Behavior with Hedonic and Utilitarian Motivations," *Journal of Marketing Channels*, 16: 149-168.
- Laceky, M. (2009). Six Keys for Successful Price Planning in a Shaken Economy. www.docs.google.com.
- Lakhani, K. R., & Hippel, E. V. (2003). How open source software works: "Free" user-to- user assistance. *Research Policy*, 32(6), 923–943.
- Lee M, Kim Y, Fairhurst A (2009). Shopping value in online auctions: their antecedents and outcomes. J. Ret. Consum. Serv., 16(1): 75-82.
- Lehtonen, T. (1994). Shopping as a form of social. *Sosiologia*, 3, 192-203.
- Lin, H., H. (2010). The Effect of TV and Online Shopping Value on Online Patronage Intention in a Multi-channel Retail Context. *World Academy of Science, Engineering and Technology* 67.
- MacInnis, D., & Price, L. (1987). The role of imagery in information processing: review and extensions. *Journal of Consumer Research*, 13(4), 473-491, doi:10.1086/209082, http://dx.doi.org/10.1086/209082.
- Mano, H. and Oliver, R.L. (1993), "Assessing the dimensionatity and structure of the consumption experience: evaluation, feeling and satisfaction", *Journal of Consumer Research*, Vol. 13, pp. 418-30.
- Mathwick, C., Malhotra, N., Rigdon, E. Experiential value: Conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing*, 77, 1, 2001, 39-56.
- McAlister, Leigh (1979), "Choosing Multiple Items From a Product Class," *Journal of Consumer Research*, 6 (December), 213-24.
- McAlister, Leigh (1982), "A Dynamic Attribute Satiation Model of Variety-Seeking Behavior," *Journal of Consumer Research*, 9 (September 2), 141-150.
- McAlister, L., & Pessemier, E. (1982). Variety-seeking behavior: an interdisciplinary review. *Journal of Consumer Research*, 9(3), 311-322, doi:10.1086/208926, http://dx.doi.org/10.1086/208926.
- McColl-Kennedy, J., & Schneider, U. (2000). Measuring customer satisfaction: why, what and how. Total Quality Management, 11 (7), 1-14.

- Michaelidou, N., Arnott, D., & Dibb, S. (2005). Characteristics of marketing channels: a theoretical framework. *Marketing Review*, 5(1), 45-57.
- Michon, R., and J., C., Chebat. (2004). Cross-cultural mall shopping values and habitats a comparison between English- and French-speaking Canadians. *Journal of Business Research*. 57 (2004) 883–892.
- Michon, R., Chebat, J., & Turley, L. W. (2005). Mall atmospherics: The interaction effects of the mall environment on shopping behaviour. *Journal of Business Research*, 58(5), 576–583.
- Mort, G. S., & Rose, T. (2004). The effect of product type on value linkages in the means-end chain: Implications for theory and method., *Journal of consumer behavior*, Vol. 3, No. 3, PP. 221-34.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. (1993), "Cognitive, affective and attribute bases of the satisfaction response", *Journal of Consumer Research*, Vol. 20, pp. 418-30.
- Roehm Jr. H, Roehm M (2005). Revisiting the effect of positive Mood on variety-seeking. J. Consum. Res., 32(2): 330-336.
- Rook, D. W. (1987),"The buying Impulse," *Journal of Consumer Research*, Vol. 14 (2), pp.189-199.
- Roy. S., M. Tarafdar, T.S. R-Nathan., and E. Marsillac. (2012). The Effect of Misspecification of Reflective and Formative Constructs in Operations and Manufacturing Management Research. *The Electronic Journal of Business Research Methods* Volume 10 Issue 1 2012 (pp 34-52),
- Sarkar, A. (2011). Impact of Utilitarian and Hedonic Shopping Values on Individual's Perceived Benefits and Risks in Online Shopping. *International Management Review.* Vol. 7 No. 1 2011.
- Scarpi D (2005). Hedonic and utilitarian behavior in specialty shops. Market. Rev., 5(1): 31-44.
- Schindler RM (1989). The excitement of getting a bargain: some hypotheses concerning the origins and effects of smart-shopper feelings. Adv. Consum. Res., 16(1): 447-453.
- Schultz, D. E. (2005). The loyalty paradox. *Marketing Management*, 14(5), 10–11.
- Sen, S., & Lerman, D. (2007). Why are you telling me this? An examination into negative consumer reviews on the web., *Journal of interactive marketing*, Vol. 21, No. 4, PP. 76-94.

- Seo, S., & Lee, Y. (2008). Shopping values of clothing retailers perceived by consumers of different social classes. *Journal of Retailing & Consumer Services*, 15 (6), 491-499.
- Shankar, V., Rangaswamy, A. and Pusateri, M. (1998) 'The impact of internet marketing on price sensitivity and price competition', Presented at Marketing Science and the Internet, INFORM College of Marketing Mini-Conference, Cambridge, MA, 6-8 March.
- Shankar, V., A., K., Smith., and A., Rangaswamy. (2002). Customer Satisfaction and Loyalty in Online and Offline Environments. *eBusiness Research Center 401 Business Administration Building*.
- Sharma P, Sivakumaran B, Marshall R (2006). Investigating impulse buying and variety-seeking: towards a general theory of hedonic purchase behaviors. Adv. Consum. Res., 33(1): 388-389.
- Sherry, J. F. (1990). A sociocultural analysis of a Midwestern American flea market. *Journal of Consumer Research*, 17(1), 13-30.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. Journal of Business Research, 22, 150-170.
- Simonson, Itamar (1990), "The Effect of Purchase Quantity and Timing on Variety-Seeking Behavior," *Journal of Marketing Research*, 27 (May), 150-162.
- Srinivasan, Narasimhan and Brian T. Ratchford (1991), "An Empirical Test of a Model of External Search for Automobiles," *Journal of Consumer Research*, 233-242.
- Steenkamp JEM, Baumgartner H (1995). Development and crosscultural validation of a short form of CSI as a measure of optimum stimulation level. Int. J. Res. Market., 12(2): 97-104.
- Tauber EM (1972). Why do people shop?. J. Market., 36(4): 46-49.
- Theall M. and Jennifer Franklin. (1991). "Using Student Ratings for Teaching Improvement." New Directions for Teaching and Learning 48.
- Van Tripj, H., Hoyer, W., & Inman, J. (1996). Why switch? Product category-level explanations for true variety-seeking behavior. *Journal of Marketing Research (JMR)*, 33(3), 281-292.
- Venkatesan, M. (1973), "Cognitive Consistency and Novelty Seeking," in Consumer Behavior: Theoretical Sources, Scott Ward and Thomas S. Robertson, eds. Englewood Cliffs, *NJ: Prentice-Hall*, Inc., 355-84.
- Wakefield, K. L,. & Inman, J. J. (2003). Situational price sensitivity: The role of consumption occasion, social context and income. *Journal of Retailing*, 79(4), 199-212.

- Wasko, M. M., & Faraj, S. (2000). "It is what one does": Why people participate and help others in electronic communities of practice. Journal of Strategic Information Systems, 9(2–3), 155–173.
- Wong, H., K., Dr., H., H., Chang, C., H., Lee, and W., C., Lin. (2011). An Evaluation Of Virtual And Physical Shopping Process On Consumer Price Sensitivity: Innovativeness As A Moderator. *TIIM2011 Conference Proceedings*. HKV, DIEM University of Oulu.
- Workman, L., and D., Paper. (2010). Compulsive Buying: A Theoretical Framework. *The Journal of Business Inquiry*. Vol. 9, 1, 89-126.
- Wu, K., W., H., L., Wu, and H., M., Liang. (2009). Relationship Among Customer Value, Satisfaction, And Loyalty Of Social Network Service. *The 9th International Conference on Electronic Business, Macau*.
- Yang, Z., and R., T., Peterson. (2004). Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs. *Psychology & Marketing*. Vol. 21(10):799–822.
- Zajonc, R. B., & Markus, H. (1982). Affective and cognitive factors in preferences., *Journal of consumer research*, Vol. 9, No. 2, PP.123-31.