

DAFTAR PUSTAKA

- Andersson, M., Palmlad, S., & Prevedan, T. (2012). *Atmospheric Effects on Hedonic and Utilitarian Customers*. Linnaeus University.
- Barutcu, S. (2007). Customized Products : The Integrating Relationship Marketing , Agile Manufacturing And Supply Chain Management For Mass Customization. *Ege Academic Review*, 7(2), 573–593.
- Blythe, J. (2010). *Marketing Essentials*. USA: Butterworth-Heinemann. Retrieved from <http://weekly.cnbcnews.com/news/article.html?no=124000>
- Budruk, M., & Lee, W. (2016). Importance of Managing for Personal Benefits , Hedonic and Utilitarian Motivations , and Place Attachment at an Urban Natural Setting. *Environmental Management*, 58(3), 504–517. <https://doi.org/10.1007/s00267-016-0723-1>
- Busnaina, I. (2015). Apple Brand: iPhones. Tunis: Tunis Business School, University of Tunis.
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Ournal of Marketing*, 64(4), 65–81. <https://doi.org/10.1509/jmkg.64.4.65.18071>
- Chinomona, E., & Maziriri, E. (2017). The Influence of Brand Trust, Brand Familiarity and Brand Experience on Brand Attachment: A Case of Consumers in the Gauteng Province of South Africa. *Journal of Economics and Behavioral Studies*, 9(1), 69–81. <https://doi.org/10.22610/jebs.v9i1.1558>
- Choi, E. J., & Kim, S. (2013). The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention. *International Journal of Smart Home*, 7(1), 239–252.
- Dastan, I., & Gecti, F. (2014). Relationships among Utilitarian and Hedonic Values, Brand Affect and Brand Trust in the Smartphone Industry. *Journal of Management Research*, 6(2), 124. <https://doi.org/10.5296/jmr.v6i2.5261>
- Dharmmesta, B. S., & Irawan. (2014). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2013). *Perilaku Konsumen*. Tangerang: Binarupa Aksara.
- Fallefi, M. R., & Siregar, M. R. (2018). Pengaruh Nilai Utilitarian Dan Nilai Hedonis Terhadap Perpindahan Merek Dengan Kepuasan Konsumen Sebagai Pemoderasi (Studi Kasus Perpindahan Merek Dari Smartphone Lain Ke Iphone Pada Mahasiswa Di Lingkungan Universitas Syiah Kuala). *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 3(3), 143–154.
- Goh, S. K., Jiang, N., Faiz, M., Hak, A., & Tee, P. L. (2016). Determinants of Smartphone Repeat Purchase Intention among Malaysians : A Moderation

- Role of Social Influence and a Mediating Effect of Consumer Satisfaction. *International Review of Management and Marketing*, 6(4), 993–1004.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariat Data Analysis* (17th ed.). England: Pearson Education Limited. https://doi.org/10.1007/978-3-319-01517-0_3
- Hanzaee, K. H., & Rezaeyeh, S. P. (2013). Investigation of the effects of hedonic value and utilitarian value on customer satisfaction and behavioural intentions. *African Journal of Business Management*, 7(11), 818–825. <https://doi.org/10.5897/AJBM11.728>
- Hartuti, E. T. K. (2018). Analisis Motivasi Belanja Hedonik Dan Utilitarian Pada Profil Konsumen Dalam Kota. *Jurnal Pemasaran Kompetitif*, 1(2), 102–116.
- Hasan, A. (2013). *Marketing Dan Kasus-Kasus Pilihan*. Yogyakarta: CAPS (Center for Academic Publishing Service).
- Hou, A. C. Y., Wu, K.-L., & Shang, R.-A. (2015). The Symbolic Meaning Effect on Smartphone Repurchase: A Comparison of Android and IOS. *PACIS*.
- Ibzan, E., Balarabe, F., & Jakada, B. (2016). Consumer Satisfaction and Repurchase Intentions. *Developing Country Studies*, 6(2), 96–100.
- IDC. (2012). Android- and iOS-Powered Smartphones Expand Their Share of the Market in the First Quarter. Retrieved November 5, 2019, from www.idc.com/getdoc.jsp?containerId=prUS23503312#.UNvYxuTFVWU
- IDC. (2013). Worldwide smartphone shipments top one billion units for the first time, according to IDC (International Data Corporation). Retrieved May 30, 2019, from [https://www.idc.com/getdoc.jsp?containerId=prUS24645514](http://www.idc.com/getdoc.jsp?containerId=prUS24645514)
- IDC. (2018). IDC Indonesia: 2Q18 Smartphone Shipments Post New Record High with Xiaomi Disrupting the Market into a New Phase. Retrieved May 30, 2019, from [https://www.idc.com/getdoc.jsp?containerId=prAP44263418](http://www.idc.com/getdoc.jsp?containerId=prAP44263418)
- IDC. (2019). Worldwide Smartphone Market Shares, 2018: Revenues Climb While Shipments Decline. Retrieved from [https://www.idc.com/getdoc.jsp?containerId=US45009619](http://www.idc.com/getdoc.jsp?containerId=US45009619)
- Julina, & Miftah, D. (2014). Perbedaan Perspektif Konsumen Berdasarkan Gender Terhadap Niat Beli Produk Asing. *Jurnal PARALELA*, 1(1), 13–24.
- Kesari, B., & Atulkar, S. (2016). Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services*, 31, 22–31. <https://doi.org/10.1016/j.jretconser.2016.03.005>
- Khare, A. (2011). Influence of hedonic and utilitarian values in determining attitude towards malls: A case of Indian small city consumers. *Journal of Retail and Leisure Property*, 9(5), 429–442. <https://doi.org/10.1057/rjp.2011.6>

- Kotler, P., & Amstrong, G. (2016). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. (2012). *Manajemen Pemasaran* (12th ed.). Jakarta: Erlangga.
- Kotler, P., & Keller, K. (2016). *Marketing management* (15th ed.). England: Pearson Education, Inc.
- Kurnia, T. (2018). 7 Alasan Orang Lebih Memilih iPhone Ketimbang Android. Retrieved August 4, 2019, from https://www.liputan6.com/tekno/read/3488219/7-alasan-orang-lebih-memilih-iphone-ketimbang-android?related=dable&utm_expid=.9Z4i5ypGQeGiS7w9arwTvQ.1&utm_referrer=https%3A%2F%2Fwww.google.com%2F
- Laksana, N. C. (2018). Nih Alasan Pengguna iPhone Tak Mau Beli iPhone8 atau iPhone X. Retrieved August 4, 2019, from <https://techno.okezone.com/read/2018/03/06/57/1868811/nih-alasan-pengguna-iphone-tak-mau-beli-iphone-8-atau-iphone-x>
- Lee, B. C. Y. (2007). Consumer attitude toward virtual stores and its correlates. *Journal of Retailing and Consumer Services*, 14, 182–191. <https://doi.org/10.1016/j.jretconser.2006.07.001>
- Librianty, A. (2018). Apple Klaim Konsumen Sangat Puas dengan iPhone X. Retrieved August 4, 2019, from https://www.liputan6.com/tekno/read/3498091/apple-klaim-konsumen-sangat-puas-dengan-iphone-x?related=dable&utm_expid=.9Z4i5ypGQeGiS7w9arwTvQ.1&utm_referrer=https%3A%2F%2Fwww.google.com%2F
- Lin, C., & Lekhawipat, W. (2014). Factors Affecting Online Repurchase Intention. *Industrial Management & Data Systems*, 114(4), 597–611. <https://doi.org/10.1108/IMDS-10-2013-0432>
- Lovelock, C. H., & Wright, L. K. (2011). *Managemen Pemasaran Jasa*. Jakarta: Indeks (Gramedia Group).
- Mahendra, A. D., & Idris. (2017). Pengaruh Faktor Atribut Produk, Persepsi Nilai, Dan Pengalaman Konsumen Terhadap Minat Beli Ulang Yang Dimediasi Oleh Kepuasan Konsumen (Pada Pengguna Apple iPhone di Semarang). *Diponegoro Journal of Management*, 6(4), 1–9.
- Martínez-lópez, F. J., Pla-garcía, C., Gázquez-abad, J. C., & Rodríguez-ardura, I. (2014). Electronic Commerce Research and Applications Utilitarian motivations in online consumption : Dimensional structure and scales. *Electronic Commerce Research and Applications*, x(x), xxx–xxx. <https://doi.org/10.1016/j.elerap.2014.02.002>
- Mikalef, P., Giannakos, M., & Pateli, A. (2013). Shopping and Word-of-Mouth Intentions on Social Media. *Journal of Theoretical and Applied Electronic*

Commerce Research, 8(1), 17–34. <https://doi.org/10.4067/S0718-18762013000100003>

- Moon, M. A., Khalid, M. J., Awan, H. M., Attiq, S., Rasool, H., & Kiran, M. (2017). Consumer's perceptions of website's utilitarian and hedonic attributes and online purchase intentions : A cognitive-affective attitude approach. *Spanish Journal of Marketing - ESIC*, 21(2), 73–88. <https://doi.org/10.1016/j.sjme.2017.07.001>
- Morgan, P. (2010). Towards a developmental theory of place attachment. *Journal of Environmental Psychology*, 30(1), 11–22. <https://doi.org/10.1016/j.jenvp.2009.07.001>
- Oliver, R. L. (2010). *Satisfaction : a behavioral perspective on the consumer*. New York: M.E. Sharpe, Inc.
- Peter, J. P., & Olson, J. C. (2005). *Consumer Behaviour and Marketing Strategy* (7th ed.). New York: McGraw-Hill/Irwin.
- Santoso, S. (2016). *Panduan Lengkap SPSS Versi 23*. Jakarta: Elex Media Komputindo.
- Scannell, L., & Gifford, R. (2016). Place Attachment Enhances Psychological Need Satisfaction. *Environment and Behavior*, (April), 1–31. <https://doi.org/10.1177/0013916516637648>
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th, global ed.). Australia: Pearson Australia.
- Septania, R. C. (2018). Hingga Akhir 2017, iPhone8 Lebih Laku dari iPhone X. Retrieved August 4, 2019, from <https://tekno.kompas.com/read/2018/01/24/17480897/hingga-akhir-2017-iphone-8-lebih-laku-dari-iphone-x>
- Silalahi, U. (2018). *Metode Penelitian Sosial*. Bandung: Refika Aditama.
- Soebandhi, S., & Sukoco, A. (2015). Motivasi utilitarian, search intention dan purchase intention pada media sosial. *Media Mahardhika*, 13(2), 179–191.
- Soekanto, S. (2012). *Sosiologi Suatu Pengantar*. Jakarta: Rajawali Pers.
- Subagio, H. (2011). Pengaruh Atribut Supermarket Terhadap Motif Belanja Hedonik Motif Belanja Utilitarian Dan Loyalitas Konsumen. *Jurnal Manajemen Pemasaran*, 6(1), 8–21.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sunyoto, D. (2013). *Teori, Kuesioner & Analisis Data Untuk Pemasaran dan Perilaku Konsumen*. Yogyakarta: Graha Ilmu.
- Tanojohardjo, G. A., Kunto, Y. S., & Brahmana, K. R. R. M. (2014). Analisa

Hedonic Value Dan Utilitarian Value Terhadap Brand Trust Dengan Brand Satisfaction Sebagai Variabel Intervening Pada Produk Pewarnaan L`Oréal Professionnel. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–11.

Vigolo, V., & Ugolini, M. M. (2016). intention for intimate apparel. *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 417–434.

Widjaja, T. A. (2008). *Customer Relationship Management: Konsep dan Kasus*. Jakarta: Harvarindo.

www.apple.com. (2019). iPhone8. Retrieved August 4, 2019, from <https://www.apple.com/id/iphone-8/specs/>

www.bbc.com. (2019). Tingkat penjualan turun, iPhone “bisa turun harga.” Retrieved May 30, 2019, from <https://www.bbc.com/indonesia/majalah-47053206>

Yen, Y. S. (2012). Exploring customer perceived value in mobile phone services. *International Journal of Mobile Communications*, 10(2), 213. <https://doi.org/10.1504/ijmc.2012.045674>

Yu, H., Zhang, R., & Liu, B. (2018). Analysis on consumers' purchase and shopping well-being in online shopping carnivals with two motivational dimensions. *Sustainability (Switzerland)*, 10(12), 1–18. <https://doi.org/10.3390/su10124603>