

## DAFTAR PUSTAKA

- Abidin, Z., 1999, *Prasangka Rasial dan Persepsi Agresi diantara Mahasiswa Pribumi dan Cina di Kota Bandung*, Tesis (tidak diterbitkan), Yogyakarta: Fakultas Psikologi UGM.
- Assael, 2000, *Consumer Behaviour and Marketing Communication Strategy*, Edisi Keempat, London: Prentice Hall. Inc.
- Barth, F., 1988, *Kelompok Etnis dan Batasannya: Tatanan Sosial dan Perbedaan Kebudayaan*, Jakarta: Universitas Indonesia.
- Best R.I., 2000, *Market Based Management*, 2<sup>nd</sup> ed, Prince-Hall.
- Blattberg. R.C. and Deighton. J., 1996, *Manage Marketing by the Customer Equity Test*, Harvard Business Review. July-Agust.
- Cooper. Donald R. and C. William Emory, 1998, *Metode Penelitian Bisnis*, Jakarta: Erlangga.
- Engel. James F. Roger D. Black Well and Paul W. Miniard, 1995, *Perilaku Konsumen*, Jakarta: Bina Rupa Aksara.
- Herumarwati, MT., 2003, *Dinamika Coping dan Konflik Perkawinan Jawa-Cina*, Skripsi (Tidak diterbitkan), Semarang: Fakultas Psikologi UNIKA
- Hofstede. G., 1980, *Cultures Consequences: International Differences in Work Related Values Sage*, Publications Beverly Hills. CA.
- Hofstede. G., 1984, *The Cultural Relativity of the Quality of Life Concept*. Academy of Management, Vol. 9 No. 3.
- Hui. H.C. and Triandis HC., 1986, *Individualism and Collectivism a Study of Cross-Cultural Researchrs*, Journal of Cross Cultural Psychology, Vol.
- Jahja, J., 1998, *Masalah Orang Tionghoa di Indonesia*, dalam Hamzah A (Editor), *Kapok Jadi Noni Pribumi, Warga Tionghoa Mencari Keadilan*, Bandung: Zaman Wacana Mulia.
- Kartono, K. dan Gulo D., 1987, *Kamus Psikologi*, Bandung: Pionir Jaya
- Koenchoroningrat, 1983, *Manusia & Kebudayaan di Indonesia*, Jakarta: Balai Pusstaka.
- Koenchoroningrat, 1984, *Kebudayaan Jawa*, Jakarta: Balai Pustaka.
- Kotler Philip, 2005, *Marketing Management Analysis, Planning and Control*, Edisi Keempat, London: Prentice Hall. Inc.
- Kustituantto Bambang dan Rudy Badrudin, 1995, *Statistik Ekonomi 1*, Yogyakarta: STIE YKPN.
- Li Rakmond R. and Peter Mc.Clare, 2001, *Recognizing Cross Cultural Differences in Consumer Complaint Behaviorand Intentions an Empirical Examination*, Journal Consumer Marketing, Vol 18.
- Markus, H. and Kitayama S., 1990, *Culture and the Self: Implications for Cognition Emotion and Motivation*, Psychological Review, Vol. 98.
- Mowen Jhon C. and Michael Minor, 2002, *Perilaku Konsumen*, Jilid 2, Jakarta: Erlangga.
- Mulyadi, 2001, *Balance Scorecard*, Jakarta: Salemba Empat.
- PS., Djarwanto, 2001, *Statistik Non Parametrik*, Yogyakarta: BPF.

- Richins, ML., 1983, *Negative Word of Mouth by Dissatisfied Customers: a Pilot Study*, Journal of Marketing Vol. 47.
- Santosa, Singgih, 2000, *Buku Latihan SPSS Statistik Parametrik*, Jakarta: PT. Elek Media Komputindo, Gramedia.
- Santoso, Singgih, 2001, *Buku Latihan SPSS Statistik Non Parametrik*, Jakarta: PT. Elek Media Komputindo Gramedia.
- Sekaran, Uma, 2000, *Research Methods for Business a Skill Building Approach*, Third Edition, John Wiley & Sons. Inc. USA.
- Sheth J.N. Mitral, B. and Newmann B., 1999, *Consumer Behavior*, Dryden Press Fort Worth TX.
- Sheth. J.N. and Parvatiyar, A., 1995, *Relationship Marketing in Consumer Markets an Tecedents and Consequences*, Journal of the Academy of Marketing Science. Vol. 23.
- Soekanto, 1993, *Kamus Sosiologis*, Jakarta: Rajawali.
- Sriyulianti, 2004, *Konformitas Kelompok dan Prasangka Etnis Tionghoa-Jawa*, Skripsi (tidak diterbitkan), Surakarta: Fakultas Psikologi UMS.
- Suharsimi Arikunto, 2002, *Prosedur Penelitian Suatu Pendekatan Praktis*. Jakarta: Rineka Cipta.
- Suparlan, P., 2003, *Solidaritas Nusa Bangsa Free Followship*, <http://www.jur.or.id/jurnal/2003>.
- Suryadinata, L., 2003, *Etnik Tionghoa, Pribumi Indonesia, dan Kemajemukan Peran Negera, Sejarah dan Budaya dalam Hubungan Antar Etnis*, <http://www.jour.or.id/jurnal/2003>.
- Taher, Tarmizi, 1997, *Masyarakat Cina Ketahanan Nasional dan Integrasi Bangsa di Indonesia*, Jakarta: PPIM.
- Tarakanita, I. dan Widiarti P.W., 2002, *Gambaran Konsep Mahasiswa Kelompok Etnik Sunda, Kelompok Etnik Cina (Tionghoa) dan Kelompok Etnik Jawa*, Jurnal Psikologi Vol. 10, no. 1.
- Tim Penyusun Kamus Besar Bahasa Indonesia, 1989, *Kamus Besar Basa Indonesia*, Jakarta: Balai Pustaka.
- Triandis H.C., 1972, *The Analysis of Subjective Culture*, New York: John Wiley & Sons.
- Triandis, H.C., 1994, *Theoretical and Methodological Approaches to the Studi of Collectivism and Individualism*, In Kimu. U. Triandis H.C. Kagicibasi.
- C. Choir. SC and Yoon. G., (Eds) *Individualism and Collectivism: Theory, Method and Applications Sage*, Oaks: Thousand.
- William J. Stanton, 1978, *Fundamentals of Marketing*, Edisi Kelima, Tokyo: Kogakusha, Mc Graw-Hill Book Company.
- Wonnacatt, Ronald J. and Thomas H. Wonnacott, 1991, *Pengantar Statistik*, Jilid 1, Jakarta: Erlangga.
- WWW lib.umi.com/disertations
- Yuliafatma, 2003, *Komunikasi Dari Mulut ke Mulut (KMM) Pada Pasar Produk Jasa: Perbedaan Sikap dan Minat Konsumen Terhadap Produk Jasa Bimbingan Belajar*, Skripsi (Tidak diterbitkan), UGM.