

DAFTAR PUSTAKA

- Ajzen, I. (2005). *Attitudes, personality, and behavior*. New York: Open University Press.
- Argo, J. J., Dahl, D. W., & Morales, A. C. (2006). Consumer contamination: How consumers react to products touched by others. *Journal of Marketing*, 70, 81-94.
- Argyle, M. (1994). *Psychology of social class*. London: Routledge.
- Arti Melayani*. (2007). Diakses tanggal 29 April 2008, dari <http://www.giki.org/renungan/renungan14.htm>.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Massachusetts: Addison-Wesley Publishing Company.
- Frazer, J. G. (1922). *The Golden Bough*. Diakses tanggal 23 Mei 2007, dari Bartleby: <http://www.bartleby.com/196/6.html>.
- Gallup. (2005). *Marketing Research*. Diakses tanggal 29 April 2008, dari <http://www.gallup.com/consulting/18157/marketing-research.aspx>.
- Guilford, J.P., & Fruchter, B. (1978). *Fundamental statistics in psychology and education*. Tokyo: McGraw-Hill.
- Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Beverly Hills: SAGE Publications.
- Hofstede, G., & Hofstede, G. J. (2005). *Cultures and organizations: Software of the mind*. New York: McGraw Hill.
- Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of behavioral research*. Orlando: Harcourt College Publishers.
- Louis, W.R. (2007). *Mediation in regression: Work notes and syntax*. Diakses tanggal 31 Mei 2008 dari <http://www.psy.uq.edu.au/directory/index.htm>.

- MacKinnon, D.P., Fairchild, A.J., Fritz, M.S., (2007). Mediation analysis. *Annual Review of Psychology*, 58, 593-614.
- Morales, A. C., & Fitzsimons, G. J. (2007). Product contagion: Changing consumer evaluations through physical contact with "disgusting" products. *Journal of Marketing*, 44, 272-83.
- Preacher, K.J., Leonardelli, G.J. *Calculation for Sobel test: An interactive calculation tool for mediation tests*. Diakses tanggal 16 Juni 2008, dari www.people.ku.edu/~preacher/sobel/sobel.htm.
- Ramadhan, A.I. (2008, 10 Maret). Komunikasi personal.
- Meirina, D. R. (2006). *Hubungan antara nilai budaya power distance dengan adversity quotient pada pekerja bersuku bangsa Bali dan Sunda di BRI wilayah Bali dan Jawa Barat*. Depok: Fakultas Psikologi Universitas Indonesia.
- Rozin, P., & Fallon, A. E. (1987). A perspective on disgust. *Psychological Review*, 94, 23-41.
- Rozin, P., Millman, L., & Nemerooff, C. (1986). Operation of the laws of sympathetic magic in disgust and other domains. *Journal of Personality and Social Psychology*, 50, 703-712.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer behavior*. New Jersey: Pearson Prentice Hall.
- Solomon, M. R. (2007). *Consumer behavior: Buying, having, and being*. New Jersey: Pearson Prentice Hall.
- Susianto, H. (1992). Memadukan "ilmu" dan "seni" dalam menyusun skala likert. *Jurnal Psikologi Sosial*, 1, 5-19.
- Underhill, P. (2000). *Why we buy?: The science of shopping*. New York: Touchstone.
- Wied. (2007, October 10). *Homeforpiglet*. Diakses tanggal 29 April 2008, dari http://homeforpiglet.multiply.com/journal/item/Cerita_dari_Kamar_Pas.
- Desain kaus perempuan. Diakses tanggal 28 Februari 2008 dari http://www.tshirtstore.se/media/0_145.JPG.
- Desain kaus laki-laki. Diakses tanggal 28 Februari 2008 dari <http://www.ts.fr/index.php?genre=boy&view=2&tri=desc>.