

## DAFTAR PUSTAKA

- Algharabat, Raed S., and Ahmad. M. A. Ahmad Zamil. 2013. Thee Impact of Retail Store Global-Mindedness on Jordanian Consumers' Patronage Intention. *International Journal of Marketing Studies*. 5 (4).
- Damodar N. Gujarati, 2003 "*Basic Econometrics*" fourth edition McGraw-Hill, New York.
- Douglas, Susan P. and Edwin J. Nijssen. 2011. Consumer World-Mindedness. part 6. *International Marketing*. Published Online:
- Durianto, D. Sugiarto dan Sitinjak, T. 2001. *Strategi Menaklukkan Pasar Riset Ekuistis dan Perilaku Merk*. Jakarta : Gramedia.
- Gordon C. Bruner II, 2009. *Marketing Scales Handbook. A Compilation of Multi-Item Measures for Consumer Behavior & Advertising Research. Volume 5*
- Han, C.M., 1988, "The Effects of Cue Familiarity on Cue Utilization: The Case of Country of Origin", paper presented to the Conference of the Academy of International Business, San Diego, CA.
- Herlina, Dyna Suwanto. 2011. **DIKTAT PERKULIAHAN MANAJEMEN PEMASARAN INTERNASIONAL. UNY. YOGYAKARTA**
- Jilid I, Edisi Kelima, Erlangga, Cetakan Ketujuh, Jakarta.
- Kotler Philip, 2001. *Manajemen di Indonesia (Analisis, Perencanaan, Implementasi dan Pengendalian)*, terjemahan A.B Suasnto, Buku Satu, Salemba Empat, Jakarta.
- Kotler, Philip, and Kevin Lane Keller, 2006, *Marketing Management* ,12th Edition. New Jersey: Prentice Hall.
- Netemeyer, R.G., Durvasula, S. and Lichtenstein, D.R., 1991, "A Cross-National Assessment of the Reliability and Validity of the CETSCALE", *Journal of Marketing Research*, 28 August, pp.320-327.
- Onkvisit, Sak. and Shaw, John J. II. 2007. *International marketing : analysis and strategy*. 4th ed. published in the Taylor & Francis e-Library.

- Rawwas, M.Y.A., Rajendran, K.N. and Wuehrer, G.A., 1996, "The Influence of Worldmindedness and Nationalism on Consumer Evaluation of Domestic and Foreign Products", *International Marketing Review*, Vol.13 No.2, pp 20 – 38.
- Robert W. Boatler. 1994. Manager Worldmindedness and Trade Propensity. *Journal of Global Marketing*. 8(1): 111–27.
- Samiee, S., 1994, "Customer Evaluation of Products in a Global Market", *Journal of International Business Studies*, Third Quarter, pp.579 –604.
- Sampson, D.L., and Smith, H.P. 1957. A Scale to Measure Worldminded Attitudes. *The Journal of Social Psychology*, 45:99 –106.
- Shimp, T.A. and Sharma, S., 1987, "Consumer Ethnocentrism: Construction and Validation of the CETSCALE", *Journal of Marketing Research*, Vol.24, August, pp.280-289.
- Sugiyono., 2007. Metode Penelitian Bisnis. CV. Afabeta, Yogyakarta.
- Tabachnick, B.G., & Fidell, L.S., (1996). *Using Multivariate Statistics*. 3rd Ed. New York:Harper-Collins.
- Tjiptono, Fandy., 1997. Strategi Pemasaran, Edisi Kedua, ANDI, Yogyakarta.
- Kotler Philip. 1997. Manajemen Pemasaran (Analisis, Perencanaan, dan Pengendalian).
- Weiner, E., (1994), "The Last Approaching Future", Arthur Andersen, Retailing Issues Letter, Vol.6, 4, pp 1 –4