

DAFTAR PUSTAKA

- Badan Pusat Statistik. (2017). Statistik Indonesia. [http:// www.bps.go.id](http://www.bps.go.id) (26 Januari 2019)
- Baxter, R., Hastings, N., Law, A., & Glass, E. J. . (2008). The Influence Lifestyle, Group Preference, Perception Brand Luxury and Product Quality Toward Consumer Willingness To Pay. *Animal Genetics*, 39(5), 561–563.
- Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15, 139–168.
- Chen, H. (2012). The influence of perceived value and trust on online buying intention. *Journal of Computers*, 7(7), 1655–1662.
- Danziger, P. N. (2011). Putting the luxe: Back in luxury. In *Paramount Books*. New York.
- Darmasari, R., & Wijayanto, G. (2014). Pengaruh Brand Equity Dalam Membentuk Lifestyle Dan Customer Value Pada Pengguna Merek Smartphone Di Kota. *Jurnal Tepak Manajemen Bisnis*, VI(2), 86–98.
- Djarwanto Ps dan Pangestu Subagyo. 2005. *Statistik Induktif*. Yogyakarta: BPFE.
- Dubois, B., & Gilles, L. (1994). Attitudes towards the Concept of Luxury: An Exploratory Analysis. In *Consumer Research* (1). 277.
- Fain, V., Roy, S., & Ranchhod, A. (2015). Conceptualizing luxury buying behavior: The Indian perspective. *Journal of Product and Brand Management*, 24(3), 211–228.
- Fatharani, A., Lubis, N., & Dewi, R. S. (2013). Pengaruh Gaya Hidup (Life Style), Harga (Price), dan Kelompok Referensi (Reference Group) terhadap Keputusan Pembelian Telepon Seluler Blackberry (Studi Pada Mahasiswa Program S1 Angkatan 2009 Fakultas Ilmu Sosial dan Ilmu Politik Universitas Dipon, 1–20.
- Ferdi angriawan. (2011). Pengaruh Brand Image, Service Quality, Dan Perceived Value Terhadap Brand Loyalty Kartu Prabayar Gsm Pt. Indosat Di Semarang. *Manajemen Pemasaran*, 1–63.
- Gary Armstrong, Philip, K. (2009). *Prinsip-Prinsip Pemasaran* (Edisi 12 Jilid 2). Jakarta: Erlangga.

- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS IBM SPSS 1*. Semarang: BP Universitas Diponegoro.
- Granot, E., Russell, L. T. M., & Brashear-Alejandro, T. G. (2013). Populence: Exploring Luxury for the Masses. *The Journal of Marketing Theory and Practice*, 21(1), 31–44.
- Hartono, Jogiyanto. (2004). *Metodologi Penelitian Bisnis*, Edisi 2004-2005. BPF. Yogyakarta.
- Hennigs, N., Siebels, A., & Wiedmann, P. (2009). Value Based Segmentation of Luxury Consumption Behavior. *Psychology & Marketing*, 26(7), 625–651.
- Hennigs, N., Wiedmann, K.-P., & Klarmann, C. (2012). What is the Value of Luxury? A Cross-Cultural Consumer Perspective. *Psychology and Marketing*, 12(3), 1018–1034.
- Horley, & James. (1992). A Longitudinal Examination Of Lifestyles. *Social Indicators Research*, 26(3), 205–219.
- Hung, K., Chen, A. H., Peng, N., Hackley, C., & Tiwsakul, R. A. (2011). Antecedents of luxury brand purchase intention. *Journal of Product & Brand Management*, 20(6), 457–467.
- Husic, M., & Cicic, M. (2009). Luxury consumption factors. *Journal of Fashion Marketing and Management*, 13(2), 231–245.
- Kanzu, H. Al. (2015). Analisis Pengaruh Persepsi Kualitas Pelayanan Dan Percieved Value Meningkatkan Minat Menabung Ulang (Studi Pada Bni Syariah Semarang), 13.
- Khan, S. (2006). Communicating luxury to the masses. *Admap*, 41(7), 46–47.
- Khasanah, I. (2015). Analisis pengaruh preferensi merek , persepsi kualitas , dan perceived value terhadap keputusan pembelian sepeda motor yamaha, 12.
- Kotler, P. and K. L. K. (2012). *Marketing Management* (Edition 14). England: Pearson Education.
- Li, G., Li, G., & Kambele, Z. (2011). Luxury fashion brand consumers in China: Perceived value, fashion lifestyle, and willingness to pay. *Journal of Business Research*.
- Lismanizar1, Utami Sorayanti. (2018). Pengaruh keamanan pangan, kesadaran kesehatan, nilai yang dirasakan dan harga terhadap niat beli makanan cepat saji pada konsumen kfc di kota banda aceh, 3(2), 86-97.

- Lizasoain, A., Tort, L. F., Garcia, M., Gomez, M. M., Leite, J. P., Miagostovich, M. P., ... Victoria, M. (2015). Analisis keterlibatan konsumen terhadap kesediaan membayar harga premium pada produk fashion, dimediasi oleh status merek dan sikap konsumen terhadap merek. *Journal of Applied Microbiology*, 119(3), 859-867.
- Lupiyoadi, R. dan R. B. Ikhsan. 2015. *Praktikum Metode Riset Bisnis*. Jakarta: Salemba Empat.
- Mason, R. (1993). Conspicuous consumption: a literature review. *European Journal of Marketing*, 18(3), 26-39.
- Mishra, A., Dash, S. B., & Cyr, D. (2014). Linking user experience and consumer-based brand equity: The moderating role of consumer expertise and lifestyle. *Journal of Product and Brand Management*, 23(4-5), 333-348.
- Mowen, J. C. (2001). *Perilaku Konsumen*. Edisi Kelima Jilid 1. Jakarta: Erlangga.
- Mubarak, S. A., & Sanawiri, B. (2018). Pengaruh fashion lifestyle terhadap purchase intention (Studi Pada Konsumen Pakaian Second Hand @ Tangankedua). *Jurnal Administrasi Dan Bisnis*, 55(3).
- Najib, M. A., Soesanto, H., & Sukresna, I. M. (2016). Analisis pengaruh brand awareness , dan perceived value, XV(1).
- Notoatmodjo Soekidjo. (2010). *Metodologi Penelitian Kesehatan*. Jakarta: Rineka Cipta.
- O'Cass, A., & Frost, H. (2002). Status brands: Examining the effects of non-product-related brand associations on status and conspicuous consumption. *Journal of Product & Brand Management*, 11(2), 67-88.
- O'Cass, A., & McEwen, H. (2004). Exploring consumer status and conspicuous consumption. *Journal of Consumer Behaviour*, 4(1), 25-39.
- Pangestu, S. D., & Suryoko, S. (2016). Pengaruh Gaya Hidup (Lifestyle) dan Harga Terhadap Keputusan Pembelian (Studi Kasus Pada Pelanggan Peacockoffie Semarang). *Administrasi Bisnis*, 5(1), 63-70.
- Parent, M., Berthon, J., Parent, M., & Berthon, J. (2009). Aesthetics and Ephemerality. *Observing and Preserving The Luxury Brand*, 52(1) 45-66.
- Park, H., & Rabolt, N. J. (2008). Purchasing global luxury brands among young Korean consumers. *Journal of Fashion Marketing and Management*, 12(2), 244-259.

- Pradana, & Reventiary, A. (2016). Pengaruh atribut produk terhadap keputusan pembelian sepatu merek customade (Studi di Merek Dagang Customade Indonesia). *Journal of Manajemen*, 6(1), 1–10.
- Santrock. Jhon W. (2012). *Life-Span Development Perkembangan masa-Hidup*. Jilid 1. Jakarta Erlangga: Eelangga
- Saragih, C. V. B. (2013). Pengaruh kualitas produk, ketersediaan produk dan gaya hidup terhadap keputusan pembelian produk lulur mandi Sumber Ayu di Jakarta. *Jurnal MIX*, III(2), 211–230.
- Shim, S., & Bickle, M. C. (1994). Benefit Segments of the Female Apparel Market: Psychographics, Shopping Orientations, and Demographics. *Clothing and Textiles Research Journal*, 12(2), 1–12.
- Sora, N. (2015). Pengertian Populasi Dan Sampel Serta Teknik Sampling. <http://www.pengertianku.net/2015/03/pengertian-populasi-dan-sampel-serta-teknik-sampling.html>. (Diakses pada 21 Juli 2016).
- Stephani, A., Honantha, C. R., & Ubaya, F. E. (2008). Pada produk louis vuitton di surabaya, (3), 165–185.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif dan R&D 2010th*. Bandung: Alfabeta.
- Suhartanto, D. (2014). *Metode Riset Pemasaran*. Bandung: Alfabeta.
- Sumarwan, U. (2014). *Perilaku konsumen*. Edisi 1. Bogor: Universitas Terbuka.
- Swastha DH, & Irawan. (1990). Arti dan Penggolongan Barang. In *Manajemen Pemasaran Modern* (165–167). Yogyakarta: Liberty.
- Twitchell, B. J. (2002). *Living It Up*. New York: Columbia University Press.
- Vigneron, F., & Johnson, L. W. (1999). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior. *Academy of Marketing Science*, 1999(1), 45–50.
- Vigneron, F., & Johnson, L. W. (2004). Measuring Perceptions Of Brand Luxury, 11(6), 484–506.
- Warayuanty, W., & Suyanto, A. (2015). The influence of lifestyles and consumers attitudes on product purchasing decision via online shopping in Indonesia. *European Journal of Business and Management Online*. 7(8), 2015, 74-80.

- Widjaja, M., Wijaya, S., & Jokom, R. (2007). Analisis penilaian konsumen terhadap ekuitas merek coffee shops di surabaya. *Jurnal manajemen perhotelan*, 3(2), 89–101.
- Wiedmann, K., Hennigs, N., & Siebels, A. (2007). Measuring Consumers ' Luxury Value Perception: A Cross -Cultural Framework. *Academy of Marketing Science Review*, 7.
- Yanuarsari, D. H., Studi, P., Komunikasi, D., Komputer, F. I., Dian, U., & Semarang, N. (n.d.). Analisis Minat Beli Wanita Terhadap Produk Tas Bermerek Original Di Tengah Komoditi Produksi Tas Bermerek Tiruan, 27–38.
- Yee, C. J., San, N. C., & Khoon, C. H. (2011). Consumers ' Perceived Quality , Perceived Value and Perceived Risk Towards Purchase Decision on Automobile. *American Journal of Economics and Business Administration*, 3(1), 47–57.
- Yoo B.; Donthu, N. (2001). Developing and Validating a Multi-dimensional CBBE scale. *Journal of Business Research*, 10(1), 61–67.
- Yulianto, E. (2015). Pengaruh Gaya Hidup dan Kelompok Referensi Terhadap Keputusan Pembelian (Survei Mahasiswa S1 Fakultas Ilmu Administrasi Angkatan 2014 dan 2015 Universitas Brawijaya Malang yang Membeli dan Menggunakan Smartphone iPhone). *Universitas Brawijaya Malang*, 50(2), 18
- Zeithaml, V. A. (1998). of Consumer Perceptions A Means-End Value : Quality , and Model Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22.