

## DAFTAR PUSTAKA

- Abdullah, Mellisa Ng Lee Yen. 2008. *Children's Implicit Theories of Intelligence : It's Relationship with Self-Efficacy, Goal Orientations, and Self-Regulated Learning*. The International Journal of Learning Vol. 15 No. 2.
- Abd.-El-Fattah, Sabry M. 2006. *Implicit Theory of Intelligence Scale : Testing for Factorial Invariance and Mean Structure*. School of Education, University of South Australia.
- Bame-Aldred, Charles. 2011. *The Impact of Implicit Theories of Intelligence on Professional Decision Making*. Journal of Behavioral Studies in Business.
- Besser, Avi. 2010. *The Influence of Pathological Narcissism on Emotional and Motivational Responses to Negative Events : The Roles of Visibility and Concern about Humiliation*. Journal of Research in Personality.
- Beer, Jennifer S. 2002. *Implicit Self-Theories of Shyness*. Journal of Research in Educational Psychology Vol. 83 No. 4.
- Bosson, Jennifer K. 2003. *Self-Enhancement Tendencies Among People With High Explicit Self-Esteem : The Moderating Role of Implicit Self-Esteem*. Psychology Press
- Cuiling, Guan. 2010. *The Review on Customer Participation in Service*.
- Delavar, Ali. 2011. *Relationship Between Implicit Theory of Intelligence, 2x2 Achievement Goals Framework, Self-Regulating Learning with Academic Achievement*. IACSIT Press, Singapore.
- Ghozali, Imam. 2009. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Edisi Keempat. Penerbit Universitas Diponegoro.
- Huntley, Julie K. 2005. *Conceptualization and Measurement of Relationship Quality : Linking Relationship Quality to Actual Sales and Recommendation Intention*. Industrial Marketing Management 35

- John, Jeannie Denise. 2003. *The Effects of Employee Service Quality Provision and Customer Personality Traits on Customer Participation, Satisfaction, and Repurchase Intentions*.
- Jonathan, Sawono. 2012. *Model-Model Linier dan NON-LINIER dalam IBM SPSS 21*, Penerbit PT. Elex Media Komputindo.
- Lai, Ming-Cheng. 2007. *The Relationship Among Self-Monitoring, Susceptibility to Interpersonal Influence, Luxury Consumption and Social Value*.
- Liang, Chiung-Ju. 2004. *Integrative Research into The Financial Services in Taiwan : Relationship Bonding Tactics, Relationship Quality and Behavioural Quality*. Journal of Financial Services Marketing 2005.
- Naresh, K. Malhotra. 2004. *Marketing Research*. Fourth Edition. New Jersey Peter J. Paul & James H. Donnelly. Jr. 2004. *Marketing Management: Knowledge and Skills*. Edisi ke -7. New York: Mc Graw Hill
- O'Connor, Alexander J. 2012. *Consequences of Beliefs about the Malleability of Creativity*. Institute for Research on Labor and Employment UC Berkeley
- Park, Ji Kyung. 2010. *Got to Get You into My Life : Do Brand Personalities Rub Off on Consumers?*. Journal of Consumer Research Vol. 37.
- Roberts, Keith. 2000. *Measuring The Quality of Relationships in Consumer Services : An Empirical Study*. European Journal of Marketing
- Solomon, Michael. R. 2011. *Consumer Behaviour: Buying, Having, and Being, Edisi ke -9*, New Jersey: Prentice Hall.
- Wang, C. K. John. 2010. *Achievement Goals, Implicit Theories and Behavioral Regulation among Polytechnic Engineering Students*. The International Journal of Research and Review Volume 5 Issue 2.
- Was, Christoper. 2006. *Academic Achievement Goal Orientation : Taking Another Look*. Electronic Journal of Research in Educational Psychology No. 10 Vol. 4

- Wattanakamolchai, Somyot. 2009. *Managing Customer Participation in The Service Production Process*.
- Widjaja, Bernard T. 2009. *Lifestyle Marketing ; Servlist: Paradigma Baru Pemasaran Bisnis Jasa dan Lifestyle*.
- Yang, Yung-Jui. 2010. *Implicit Theories of The World and Implicit Theories of the Self as Moderators of Self-Stereotyping*. *Social Cognition*, Vol. 28, No. 2