

DAFTAR PUSTAKA

- Anisa, Nora. (2022). Consumer Behavior Analysis of Antam Pegadaan's Gold Purchase Decisions in The Digital Era, *Jurnal Multidisiplin Sihombu Sean Institute* 1, No 2.
- Aryandono, K.T. (2022). Perilaku Konsumen Dalam Pengambilan Keputusan Berinvestasi di Masa Pandemi Covid-19, *Jurnal Undiksha* 8, no. 3.
- Baur, D.G. and Lucey, B.M. (2010). Flights and contagion—An empirical analysis of stock–bond correlations, *Journal of Financial Stability* 5(4), 339–352.
- Creswell, John. W. (2012). *Research design pendekatan kualitatif, kuantitatif, dan mixed*. Yogyakarta: pustaka pelajar.
- Ghofur, A. (2017). *Pengantar Ekonomi Syariah: Konsep Dasar, Paradigma, Pengembangan Ekonomi Syariah*. Depok: Rajawali Press.
- Imaad A. M. (2000). *Foreign Direct Investment Theory, Evidence and Practice*.
- Indrawati, T. (2023). *Analisis Perilaku Konsumen Investasi Emas Digital Di Tokopedia* (Doctoral dissertation, IAIN Ponorogo).
- Jogiyanto. (2003). *Teori Portofolio dan Analisis Investasi*, Edisi III, cet. I. Yogyakarta, BPFE.
- Joy A. & Li E.P.H. (2012) Studying Consumption Behaviour through Multiple Lenses: An Overview of Consumer Culture Theory. *Journal of Business Anthropology* 1(1): 141-173.
- Khan, M. R. (2021). Relationship between Cultural Anthropology and Cultural Contexts of Consumer Behavior: A Conceptual Model. *International Journal of Arts and Humanities Studies*, 1(1), 1-7.
- Luedicke, M. K. (2011). "Consumer Acculturation Theory: (Crossing) Conceptual Boundaries," *Consumption Markets and Culture*, 14 (September), 223-44.
- Menakadevi dkk. (2021). An Awareness of Multifaceted Investment Behaviour in Different Gold Instrument as Paper Physical and Digital Gold," *jurnal Annals of the Romanian Society for Cell Biology* 11, no. 6.
- Moleong L. J. (2005). *Metode Penelitian Kualitatif. Qualitative Research*.
- Rodoni, A. (2009) *Investasi Syariah*. Jakarta: Lembaga Penelitian UIN Syarif Hidayatullah.
- Thobarry Ath, A. (2009). Analisis Pengaruh, Nilai Tukar, Suku Bunga, Laju Infalasi, dan Pertumbuhan GDP Terhadap Indeks Harga Saham Sektor Properti (kajian Eperis Bursa Efek Indonesia Periode Pengamatan Tahun 2000-2008). Universitas Diponegoro.
- Setiadi, N. J. (2010). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Kencana Prenada Media.
- Sherry, J. F. (1995). *Contemporary Marketing and Consumer Behaviour : An Anthropological Sourcebook*, Thousand Oaks, CA: Sage Publications, Inc.
- Spradley, James P. (1979). *The Ethnographic Interview*. Belmont, California: Wadsworth Group.
- Tewarueangsap, T. (2019). *A Study of Factors That Influence Consumer Behavior of Gold Saving Toward Online Platforms*. Tesis: Thammasat Univesity.
- Thompson, C. J. (1997). Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories, *Journal of Marketing Research*, 34 (4), 438-55.

- Tian, R. G (2000). The Implications of a Right to Culture for Marketing: Towards an Anthropological Approach. Paper presented at Society for Applied Anthropology Annual Meeting, San Francisco.
- Tian, R. G. (2001). Anthropological Approach to Consumer Science: A Practical Teaching Case Study. *High Plains Applied Anthropologist*, 21(2), 157-164.
- Tyson, E. (2011)., *Investing for Dummies 6th Ed*, John Wiley & Sons, Hoboken.
- Windiani, W., dan Rahmawati, F. N. (2016). "Menggunakan Metode Etnografi dalam Penelitian Sosial", *DIMENSI-Journal of Sociology*, 9(2):87-92.
- Yuniarti, V. S. (2015). *Perilaku Konsumen Teori dan Praktek*. Bandung: Pustaka Setia.