

DAFTAR PUSTAKA

- Al Ansori A., & Andjarwati L.A. (2022). Pengaruh Kualitas Layanan dan Pengalaman Pelanggan terhadap Loyalitas Penumpang First Class Double Decker Bus. *Jurnal Ilmu Manajemen, Volume 10 No.1*.
- Arif, F., & Saputri, M. E. (2018). Pengaruh Experiential Marketing Terhadap Customer Loyalty Melalui Customer Satisfaction Sebagai Variabel Intervening Pada Dunkin' Donuts Indonesia. *Jurnal Manajemen dan Bisnis, 2, No. 2*.
- Aryanti, A. S., & Suyanto, A. (2019). *Analisis Kualitas Produk, Kualitas Pelayanan, dan Citra Merek pada Kepuasan Pelanggan Klinik Kecantikan dan Pengaruhnya terhadap Loyalitas Pelanggan*.
- Baron, R. M., & Kenny, D. A. (1986). *The Moderator-Mediator Variable Distinction Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. Journal of Personality and Social Psychological, 10(2), 147–156*.
- Barabino, B., Deiana, E., & Tilocca, P. (2012). Measuring service quality in urban bus transport: A modified SERVQUAL approach. *International Journal of Quality and Service Sciences, 4(3), 238–252*. <https://doi.org/10.1108/17566691211269567>
- Budi, K. (2009). Dua Aspek Dimensi Loyalitas. *Jurnal Business & Management, Vol 5 No.1, 8–12*.
- Cooper, & Emory. (1996). *Metodologi Penelitian Bisnis (Jilid 1)*. Jakarta: Erlangga.
- Dewi, L. (2020). Customer Loyalty, Through Customer Satisfaction In Customers PT. XYZ. *JURNAL APLIKASI MANAJEMEN, 18(1), 189–200*. <https://doi.org/10.21776/ub.jam.2020.018.01.19>
- Griffin, J. (2008). *Customer Loyalty*. Esensi.
- Hair, Ringle, & Sarstedt. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, (3rd Edition).
- Hasan, A. (2008). *Marketing*. Yogyakarta: Media Utama.

Ghozali, I. (2020). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (5 th ed). Badan Penerbit Universitas

Diponegoro.

Kantoni, J., & Sijabat, R. (2023a). Pengaruh Brand Image, Price, dan Service Quality Terhadap Customer Satisfaction dan Customer Loyalty Pada Pasien Rumah Sakit Siloam Lippo Village. *Widya Cipta: Jurnal Sekretari dan Manajemen, Volume 7 No.2*. <https://doi.org/DOI:10.31294/widyacipta.v7i2.15781>

Kantoni, J., & Sijabat, R. (2023b). Pengaruh Brand Image, Price, dan Service Quality terhadap Customer Satisfaction dan Customer Loyalty pada Pasien Rumah Sakit Siloam Lippo Village. *Widya Cipta: Jurnal Sekretari dan Manajemen, Volume 7 No. 2*. <https://doi.org/10.312494/widyacipta.v7i2.15781>

Karuniatama, I., Barata D.D., & Suyoto. T.Y. (2020). Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Ritel Di Indonesia. *Widyakala Journal, Volume 7(Issue 1)*. <https://doi.org/https://doi.org/10.36262/widyakala.v7u1.277>

Karuniatama, I. H., Barata, D. D., & Suyoto, Y. T. (2020). Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Ritel di Indonesia. *Widyakala Journal, 7(1)*.

Kotler, P. (2001). *Manajemen Pemasaran* (Susanto A.B., Ed.; Buku II). Salemba Empat. Jakarta.

Kotler, P. (2004). *Manajemen Pemasaran: Vol. Jilid 2* (Edisi Kesebelas). Jakarta: PT. Indeks.

Kotler, P. (2012). *Manajemen Pemasaran Jasa* (Benyamin Molan, Ed.; Edisi Ke 12 Jilid 1). PT Indeks: Jakarta.

Kotler, P., & Keller, K. (Ed.). (2007a). *Manajemen Pemasaran* (12, Jilid 1 dan 2 ed.). Jakarta: Indeks.

Kotler, P., & Keller, K. L. (2007b). *Manajemen Pemasaran* (Drs. Benyamin Molan, Ed.; 12, Jilid 1 dan 2 ed.). Jakarta: Indeks.

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (Jilid I. Edisi ke 13). Jakarta: Erlangga.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). Pearson Education, Inc.
- Lovelock, C., & Wirtz, J. (2016). *Services Marketing: People, Technology, Strategy*. 8th ed. Pearson
- Lupiyoadi, R. (2001). *Manajemen Pemasaran Jasa*. Salemba Empat. Jakarta.
- Mangkunegara, P. A. (2002). *Perilaku Konsumen* (P. A. Mangkunegara, Ed.; Edisi Revisi). PT. Refika Aditama.
- Nguyen, H. M., Ho, T. K. T., & Ngo, T. T. (2024). The impact of service innovation on customer satisfaction and customer loyalty: a case in Vietnamese retail banks. *Future Business Journal*, 10(1), 10–61. <https://doi.org/10.1186/s43093-024-00354-0>
- Oliver, R. L. (1980). "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions." *Journal of Marketing Research*, 17(4), 460-469. doi:10.1177/002224378001700404
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1998). *SERVQUAL: A multiple-Item Scale for measuring consumer perceptions of service quality*. <https://www.researchgate.net/publication/225083802>
- Sangadji, & Sopiah. (2016). *Perilaku Konsumen*. Yogyakarta: Andi.
- Sangaji, F. M., & Sopiah. (2013). *Perilaku Konsumen, Pendekatan Praktis*. Andi Offset: Yogyakarta.
- Sari, N. P. (2019). Pengaruh Harga dan Kualitas Pelayanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Intervening (Studi pada Pelanggan Indihome PT Telekomunikasi Indonesia, Tbk. (Persero) Semarang. *Jurnal Ilmu Administrasi Bisnis*. <https://doi.org/https://doi.org/10.14710/jiab.2019.24869>
- Sarwono, J. (2010). Pengertian Dasar Struktur Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis*, 2 No.2, 285–296.
- Schiffman, L. G., & Kanuk, L. L. (1987). *Cunsomer Behaviour*. Prentice Hall Incorporation. New Jersey.
- Schmitt. (2011). *Experience Marketing: Concepts, Framework and Consumer Insights*. : Vol. 5 No.2. Foundation and Trends in Marketing.

- Schmitt, B. (1999). *Experiential Marketing: How to get your customer to sense, feel, think, act and relate to your company and brands*. The Free Press New York.
- Septian, M. R., & Harsoyo, T. D. (2023). The Effect of Experiential Marketing, Customer Perceived Value and Branding Image on Customer Satisfaction. *Jurnal Ilimah Manajemen*, 11 No.3, 1613–1620. <https://doi.org/10.37641/jimkes.v11i3.2378>
- Sinta, R. N. (2009). Pengaruh Kepuasan Atas Dimensi Atribut Produk Kopi Bubuk Kiniko Terhadap Loyalitas Pelanggan Di Kota Padang. *Skripsi UNP*.
- Smilansky. (2009). *A Practical Guide to Interactive Brand Experiences*. London and Philadelphia: Kogan Page.
- Soliha, E., Aquinia, A., Hayuningtias, K. A., & Ramadhan, K. R. (2021). The Influence of Experiential Marketing and Location on Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 1327–1338. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1327>
- Solomon, M. R. (2019). *Consumer Behavior: Buying, Having, and Being*. Pearson.
- Sugiyono. (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- Sumantri, D. I., Rachmat, B., Widyanoro, H., Hayam, U., & Perbanas Surabaya, W. (2023). The Influence Of Service Quality, Perceived Value, And Customer Satisfaction On Customer Loyalty To BCA Customers In

Surabaya Pengaruh Service Quality, Perceived Value, Dan Customer Satisfaction Terhadap Customer Loyalty Pada Nasabah BCA Di Surabaya. Dalam *Management Studies and Entrepreneurship Journal* (Vol. 4, Nomor 5). <http://journal.yrpiiku.com/index.php/msej>

Supertini, Telgawathi, & Yulianthini. (2020). Pengaruh Kepercayaan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Pusaka Kebaya di Singaraja. *Prospek: Jurnal Manajemen dan Bisnis*, 2 No. 1.

Swasta, B. (2000). *Konsep Pemasaran*. Penerbit Rhineka Cipta.

Thamrin, & Aresa, A. R. (2020). *The Effect of Experiential Marketing on Customer Satisfaction Through Experiential Value as Intervening of Variables on Xiaomi Smartphone User*.

Tjiptono, F. (2002). *Riset Pemasaran*. Jakarta: PT. Elex Media Komputindo.

Tjiptono, F. (2008a). *Pemasaran Jasa* (Pertama Cetak Ketiga). Malang: Bayumedia Publisng.

Tjiptono, F., & Chandra, G. (2004). *Service, Quality & Satisfaction*. Yogyakarta: Andi Offset.

Tjiptono, F. (2008b). *Strategi Pemasaran* (Edisi Kedua). Penerbit Andi Offset, Yogyakarta.

Tjiptono, F., & Chandra, G. (2005). *Service Quality & Satisfication* (Edisi Satu). Yogyakarta: Penerbit Andi.

Tse, D. K., & Wilton, P. C. (1988). Models of Customer Satisfaction Formation : An Extension. *Journal of Marketing Research*, Vol. 25, 204–212.

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>