

## DAFTAR PUSTAKA

- About Qc Loyalty Program – Queen City Mall.* (2025). Retrieved from Queen City Mall: <https://queencity.id/loyalty/about>
- Vivian Camsennius, Riris Loisa. (2022). IMC Pada Pusat Perbelanjaan dalam Membangun Brand Awareness (Studi Kasus Trans Studio Mall Cibubur di Masa Pandemi). *Prologia*, 6(2), 384-393. Retrieved from <https://doi.org/10.24912/pr.v6i2.15590>
- Definisi Kesadaran Merek (Brand Awareness).* (2025, Januari 12). From School of Information Systems Binus University: <https://sis.binus.ac.id/2023/01/24/definisi-kesadaran-merek-brand-awareness/>
- IDTesis.com. (2024, Desember 11). *Teori Lengkap tentang Integrated Marketing Communication menurut Para Ahli dan Contoh Tesis Integrated Marketing Communication.* From idtesis.com: <https://idtesis.com/teori-lengkap-tentang-integrated-marketing-communication-menurut-para-ahli-dan-contoh-tesis-integrated-marketing-communication/>
- Kotler. (n.d.). *Integrated Marketing Communication Strategy.* In Kotler, *Developing the Marketing Mix* (pp. 540-541). Pearson Canada.
- Novita, J., & Winduwati, S. (2021). *Marketing Communication Strategy of Sunyi House of Coffee and Hope in Branding Image as a Difabel Friendly Cafe.* Atlantis Press, 716-720.
- Nugraha, A. G. (2025, Januari 12). *Repository Universitas Muhammadiyah Purwokerto.* From repository.ump.ac.id: [https://repository.ump.ac.id/7852/1/Aditya%20Ges%20Nugraha\\_JUDU\\_L.pdf](https://repository.ump.ac.id/7852/1/Aditya%20Ges%20Nugraha_JUDU_L.pdf)
- Pamungkas, F. T. (2024, Desember 11). From repository.ump.ac.id: [https://repository.ump.ac.id/7728/3/FAJAR%20TRI%20PAMUNGKAS\\_BAB%20II.pdf?\\_cf\\_chl\\_rt\\_tk=WfBBzTOOu8YzNAHpDjLS8VTCDbrX7wDbEo4Q6CSDEs4-1733837987-1.0.1.1-1jK7OIAcST1TMv.Y66wMGqyQVHzhJRAyuCMGLcl\\_78](https://repository.ump.ac.id/7728/3/FAJAR%20TRI%20PAMUNGKAS_BAB%20II.pdf?_cf_chl_rt_tk=WfBBzTOOu8YzNAHpDjLS8VTCDbrX7wDbEo4Q6CSDEs4-1733837987-1.0.1.1-1jK7OIAcST1TMv.Y66wMGqyQVHzhJRAyuCMGLcl_78)
- Prasetyo, D. B. (2024, Desember 11). *Repository UIN Syarif Hidayatullah.* From repository.uinjkt.ac.id: <https://repository.uinjkt.ac.id/dspace/bitstream/123456789/74148/1/DHANDI%20BUDI%20PRASETYO-FDK.pdf#:~:text=Sedangkan%20definisi%20IMC%20menurut%20American%20Association%20of,adalah%20sebuah%20konsep%20perencanaan%20komunikasi%20pemasaran%20yang>
- Queen City Mall.* (2025). Retrieved from Queen City Mall: <https://queencity.id/>
- Safitri, E., Auliana, L., Sukoco, I., & Barkah, C. S. (2022). *Kajian Literatur Peran Integrated Marketing Communication (IMC) dalam Mempertahankan Loyalitas Konsumen.* Jabis Volume 19, 259-267.
- SRLand – Corporate Website.* (2025). Retrieved from SRLand Properties: <https://srland.id/>
- SRLAND. (2025). Retrieved from <https://srland.id/>