

DAFTAR PUSTAKA

- Ajzen. (1991). *The Theory of Planned Behavior, Organizational Behavior and Human Decision Processes*. 50, 179–211.
- Ajzen, I., & Fishbein, M. (2005). The influence of attitudes on behavior. In Albarracín, D., Johnson, B.T., & Zanna, M.P. (Eds.), *The Handbook of Attitudes*, Lawrence Erlbaum Associates.
- Anggraini, F., & Budiarti, A. (2020). Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek. *Jurnal Pendidikan Ekonomi (JUPE)*, 8.
- Arifandi, Ediyanto, & Yudha Praja. (2023). Pengaruh Kualitas Produk dan Suasana Toko terhadap Kepuasan Konsumen dengan Kepercayaan Konsumen sebagai Variabel Intervening pada Toko Aksesoris Bintang Sembilan Di Situbondo. *Jurnal Mahasiswa Entrepreneur (JME)*, 2, 1383–1397.
- Arum, H. P. (2012). Pengaruh Kesadaran Wajib Pajak, Pelayanan Fiskus, dan Sanksi Pajak Terhadap Kepatuhan Wajib Pajak Orang Pribadi yang Melakukan Kegiatan Usaha dan Pekerjaan Bebas (Studi di Wilayah KPP Pratama Cilacap). *Diponegoro Journal Of Accounting*, 1, 1–9.
- Bagus Nyoman Udayana, I., Dwi Cahya, A., & Ayu Kristiani, F. (2022). PENGARUH CUSTOMER EXPERIENCE DAN SERVICE QUALITY TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi pada The Praja Coffee & Resto). In *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business* (Vol. 5, Issue 1).
- Canova, L., Bobbio, A., & Manganelli, A. M. (2020). Buying Organic Food Products: The Role of Trust in the Theory of Planned Behavior. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.575820>
- Chandra, S., Rizan, M., & Aditya, S. (2022). Pengaruh E-Service Quality dan Customer Experience Terhadap Repurchase Intention dengan Customer Satisfaction sebagai Variabel Intervening. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 3.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Costabile, M. (2000). *A Dynamic Model of Customer Loyalty*. 16th IMP Annual Conference, Bath, England.
- Daries, N., Cristobal-Fransi, E., Sánchez-García, J., & Marine-Roig, E. (2024). Customers' behavioral intentions when visiting upscale restaurants: Enjoying the experience or posturing? *International Journal of Gastronomy and Food Science*, 35. <https://doi.org/10.1016/j.ijgfs.2023.100840>

- Desmi Ristia, N., & Marlien, R. (2022). YUME : Journal of Management Pengaruh Pengalaman Pelanggan, Nilai Pelanggan, dan Kualitas Layanan terhadap Kepuasan Pelanggan (Studi Pada Pelanggan Albania Coffee Boja). *YUME : Journal of Management*, 5(3), 1–16. <https://doi.org/10.2568/yum.v5i2.1751>
- Dewi, I. T., & Hasibuan, M. I. (2016). PENGARUH PENGALAMAN PELANGGAN (CUSTOMER EXPERIENCE) TERHADAP KEPUASAN PELANGGAN PADA RUMAH MAKAN KULINER JAWA RANTAUPRAPAT. *JURNAL ECOBISMA*, 3(1).
- Fishbein, & Ajzen. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. *Reading, MA: Addison. Wesley*.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program Amos 24 Update Bayesian SEM* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Gruca, T. S., & Rego, L. L. (2005). Customer Satisfaction, Cash Flow, and Shareholder Value. *Journal of Marketing*.
- Gultom, D. K., Arif, M., & Fahmi, M. (2020). Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan. *Jurnal Ilmiah Magister Manajemen*, 3(2).
- Halim, E., Claudia, L., & Hebrard, M. (2023). The Impact of Customer Satisfaction, Customer Experience, E-Service Quality to Customer Trust in Purchasing Digital Product at The Marketplace. *Jurnal Aplikasi Manajemen*, 21(3), 567–577.
- Hartadi, R. T., Nawarini, A. T., Suparno, C., & Heryawan, A. (2023). THE EFFECT OF THE ROLE OF BUSINESS LOCATION, SERVICE QUALITY, AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE (Study on Takoyaki Secret Customers in Purwokerto). *Midyear International Conference*.
- Huddin, M. N., Kurnia, D., Deviyantoro, D., & Nafiudin, N. (2023). The relationship between customer experience, customer satisfaction, customer trust, and customer loyalty in tourism destination. *DiponegoroInternationalJournalofBusiness*, 6, 142–154.
- Indriati, A., & Fitriana, N. (2022). Pengaruh Kualitas Layanan, Persepsi Nilai dan Customer Experience terhadap Kepuasan Pelanggan RM. Sate Klathak. *JurnalMenata*, 1.
- Iqbal, M., Dahlan, A., & Kholid Mawardi, F. M. (2015). PENGARUH CUSTOMER EXPERIENCE TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN (Survei pada Pelanggan KFC Kawi Malang). In *Jurnal Administrasi Bisnis (JAB)|Vol* (Vol. 28, Issue 1).

- Irfan, S., & Bashir, F. (2021). Journal of Accounting and Finance in Emerging Economies CSR Image and Customer Satisfaction: The Mediating Role of Customer Trust and Customer Loyalty. *Journal of Accounting and Finance in Emerging Economies*, 7(3). www.publishing.globalcsrc.org/jafee
- Jogiyanto. (2007). *Sistem Informasi Keperilakuan*. Yogyakarta (1st ed.). ANDI. ISBN 978-979-29-0029-3.
- Juniarini, N. M. R., & Prihandani, N. M. I. (2019). Theory of Planned Behavior pada Minat Berwirausaha dengan Pengetahuan Akutansi sebagai Variabel Moderasi. *Jurnal Riset Akuntansi*, 9(1), 1–8.
- Kotler, P., & Armstrong, G. (2012). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education Limited, New York.
- Kotler, P., & Keller, K. L. (2019). *Manajemen Pemasaran* (13 jilid 1). Erlangga.
- Kumar, P., Mokha, A. K., & Pattnaik, S. C. (2022). Electronic customer relationship management (E-CRM), customer experience and customer satisfaction: evidence from the banking industry. *Benchmarking*, 29(2), 551–572. <https://doi.org/10.1108/BIJ-10-2020-0528>
- Laely, N. (2016). Analisis Pengaruh Kepercayaan dan Harga terhadap Loyalitas Pelanggan dimediasi Kepuasan pada PT. Telkomsel di Kota Kediri. *Jurnal Ilmu Ekonomi Dan Manajemen*, 3(2), 61–74.
- Mahsyar, S., Suharno, & Abidin Zainal. (2020). THE EFFECT OF CUSTOMER TRUST AND COMPANY IMAGE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN INDONESIA CLASSIFICATION BUREAU IN SAMARINDA. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(3), 27–40.
- Mahsyar, S., & Surapati, U. (2020). EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AND LOYALTY. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 4. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Mappesona, H., Ikhsani, K., & Ali, H. (2020). Customer Purchase Decision Model, Supply Chain Management and Customer Satisfaction: Product Quality and Promotion Analysis. In *International Journal of Supply Chain Management IJSCM* (Vol. 9, Issue 1). Online. <http://excelingtech.co.uk/>
- McLean, G., & Wilson, A. (2019). Shopping in the digital world: Examining customer engagement through augmented reality mobile applications. *Computers in Human Behavior*, 101, 210–224. <https://doi.org/10.1016/j.chb.2019.07.002>
- Morgan, R. M., & Shelby D. Hunt. (2008). The Commitment Trust Theory of Relationship Marketing. *Journal of Marketing*, 20–38.

- Mowen. J. C., & Minor, M. ., (2002). *Perilaku Konsumen* (1st ed.). Jakarta:PTPenerbitErlangga.
- Mustikasari, E. (2007). *Kajian Empiris tentang Kepatuhan Wajib Pajak Badan di Perusahaan Industri Pengolahan di Surabaya, Simposium Nasional Akuntansi X, Makasar.*
- Nasution, A. F., SD, S. S., Purwati, A. A., & Panjaitan, H. P. (2022). THE EFFECT OF SERVICE QUALITY AND TRUST ON CUSTOMER SATISFACTION AND LOYALTY AT PT. AGUNG TOYOTA HARAPAN RAYA PEKANBARU. *International Conference on Business Management and Accounting (ICOBIMA)*, 1(1), 96–108.
- Pine, & Gilmore. (2011). *The Experience Economy Update.* HarvardBusinessRiviewPress.
- Putri, D. A., Maruta, A., & Pujiyanto, A. (2024). *Pengaruh Online Customer Review, Online Customer Rating, dan Brand Image terhadap Keputusan Pembelian Jatinangor House Surabaya.*
- Rahmawati, N., M. Ramdan, A., & Samsudin, A. (2019). Analisis Nilai Pelanggan dan Pengalaman Pelanggan terhadap Kepercayaan Pelanggan Wisata Kuliner Selamat Toserba Sukabumi. *Journal of Management and Bussines (JOMB)*, 1(1), 109–119. <https://doi.org/10.31539/jomb.v1i1.684>
- Rua, S., Saldanha, E. D. S., & Amaral, A. M. (2020). Examining the Relationships among Product Quality, Customer Satisfaction and Loyalty in the Bamboo Institute, Dili, Timor-Leste. *Timor Leste Journal of Business and Management*, 2, 33–44. <https://doi.org/10.51703/bm.v2i2.28>
- Salim, K. F., Catherine, & Andreani, Dra. F. M. M. (2013). *Pengaruh Customer Experience dan Kepercayaan terhadap Kepuasan Konsumen Di TX Travel Klampis.*
- Sambo, E., Sunday, U. I., Mary, A. M., & John, F. (2022). *Impact of Product Quality on Customer Satisfaction and Loyalty Nigeria Academy of Management Journal IMPACT OF PRODUCT QUALITY ON CUSTOMER SATISFACTION AND LOYALTY.*
- Samir, V. F., Sampurno, & Derriawan. (2021). The Effect of Product Quality on Customer's Satisfaction and Loyalty of EMN Brand in the Ecommerce Era. *The International Journal of Business Review (The Jobs Review)*, 4(1), 1–14.
- Saprianto, Hidayah, S., & Abidin, Z. (2021). The Effect of Product Quality and Corporate Image on Customer Loyalty through Customer Trust in PT. Insani Baraperkasa. *International Journal of Business and Management Invention (IJBMI)*, 7(8), 01–08.
- Schmitt, B. (1999). Experiential Marketing. *JournalofMarketingManagement*, 15((1-3)), 53–67.

- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian* (6th ed.). Salemba Empat.
- Setiobudi, A., Sudyasjayanti, C., & Danarkusuma, A. A. (2021). PENGARUH PENGALAMAN PELANGGAN, KUALITAS LAYANAN DAN KEPERCAYAAN PELANGGAN TERHADAP KESEDIAAN UNTUK MEMBAYAR. *Jurnal Bisnis, Manajemen Dan Informatika*, 17(3).
- Sofian, & Assauri. (2013). *Manajemen Pemasaran*. Rajawali Pers.
- Suharto, S., & Yuliansyah, Y. (2023). The Influence of Customer Relationship Management and Customer Experience on Customer Satisfaction. *Integrated Journal of Business and Economics*, 7(1), 389. <https://doi.org/10.33019/ijbe.v7i1.641>
- Syahputra, D., & Murwatiningsih. (2019). Building Customer Engagement through Customer Experience, Customer Trust, and Customer Satisfaction in Kaligung Train Customers. *ManagementAnalysisJournal*, 8.
- Tjiptono. (2013). *Pemasaran Strategik*. Yogyakarta, Andi.
- Tjiptono, F., & Diana, A. (2018). Pelanggan Puas? Tak Cukup. Yogyakarta: Andi.
- Tjiptono, Fandy, Gregorius, & Dadi Adriana. (2008). *Pemasaran Strategik* (Andi, Ed.). Yogyakarta.
- Tommasetti, A., Singer, P., Troisi, O., & Maione, G. (2018). Extended Theory of Planned Behavior (ETPB): Investigating customers' perception of restaurants' sustainability by testing a structural equation model. *Sustainability (Switzerland)*, 10(7). <https://doi.org/10.3390/su10072580>
- Tyrväinen, O., Karjaluoto, H., & Saarijärvi, H. (2020). Personalization and hedonic motivation in creating customer experiences and loyalty in omnichannel retail. *Journal of Retailing and Consumer Services*, 57. <https://doi.org/10.1016/j.jretconser.2020.102233>
- Wardhana, E. (2019). Pengaruh Nilai Utilitarian, Nilai Hedonis, Pengalaman Pelanggan, Kepercayaan Merek terhadap Loyalitas Pelanggan Sonny Vaio. *JurnalEkonomidanIndsutri*, 20.
- Yilmaz, K. (2011). The Cognitive Perspective on Learning: Its Theoretical Underpinnings and Implications for Classroom Practices. *The Clearing House: A Journal of Educational Strategies, Issues and Ideas*, 84(5), 204–212.
- Yusra, I., Rizki, W. W., Sekolah, A., Ilmu, T., Kbp, E., & Korespondensi, P. (2021). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Promosi Terhadap Kepercayaan Pelanggan (Konsumen) di Erha Skin Padang. In *Indonesian Journal of Applied Accounting and Finance* (Vol. 1, Issue 1).