

DAFTAR PUSTAKA

- Barlow, J., & Maul, D. (2000). *Emotional Value: Creating Strong Bonds with Your Customers*. Berrett-Koehler Publishers.
- Bayır, T. (2022). Experiential Marketing and Practices. In *Advances in marketing, customer relationship management, and e-services book series* (pp. 143–165). <https://doi.org/10.4018/978-1-6684-4380-4.ch008>
- Ben-Zvi, D., Bakker, A., & Makar, K. (2015). Learning to reason from samples. *Educational Studies in Mathematics*, 88(3), 291–303. <https://doi.org/10.1007/s10649-015-9593-3>
- Cleeremans, A., & Tallon-Baudry, C. (2022). Consciousness matters: Phenomenal experience has functional value. *Neuroscience of Consciousness*, 2022(1). <https://doi.org/10.1093/nc/niac007>
- Domenico, C. (2009). "Emotions that influence purchase decisions and their electronic processing ". *Annales Universitatis Apulensis Series Oeconomica*, 2(11), 996–1008. <https://doi.org/10.29302/oeconomica.2009.11.2.45>
- Ebrahim, R., Ghoneim, A., Irani, Z., & Fan, Y. (2016). A brand preference and repurchase intention model: the role of consumer experience. *Journal of Marketing Management*, 32(13–14), 1230–1259. <https://doi.org/10.1080/0267257x.2016.1150322>
- Falah, F., Welsa, H., & Cahyani, P. D. (2023). Pengaruh Experiential Marketing dan Desain Produk terhadap Kepuasan Konsumen dengan Keputusan Pembelian sebagai Variabel Intervening pada Konsumen Smartphone Xiaomi di Yogyakarta. *J-MAS (Jurnal Manajemen Dan Sains)*, 8(2), 1646. <https://doi.org/10.33087/jmas.v8i2.1435>
- Grundey, D. (2008). Experiential Marketing vs. Traditional Marketing: Creating Rational and Emotional Liaisons with Consumers. *The Romanian Economic Journal*, 11(29), 133–151.
- Hair, F., Black, C., Babin, J., & Anderson, E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2016). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Hayes, A. F. (2022). *Introduction to mediation, moderation, and conditional process analysis: A Regression-Based Approach*. Guilford Publications.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132. <https://doi.org/10.1086/208906>
- Ihtiyar, A., Barut, M., & Ihtiyar, H. G. (2019). Experiential marketing, social judgements, and customer shopping experience in emerging markets. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 499–515. <https://doi.org/10.1108/apjml-02-2018-0081>

- Jamrozy, U., & Lawonk, K. (2017). The multiple dimensions of consumption values in ecotourism. *International Journal of Culture Tourism and Hospitality Research*, 11(1), 18–34. <https://doi.org/10.1108/ijcthr-09-2015-0114>
- Jiang, Y., & Kim, Y. (2015). Developing multi-dimensional green value. *International Journal of Contemporary Hospitality Management*, 27(2), 308–334. <https://doi.org/10.1108/ijchm-08-2013-0383>
- Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behaviour. *Journal of Cleaner Production*, 150, 65–74. <https://doi.org/10.1016/j.jclepro.2017.02.187>
- Kotler, P. (2000). *Marketing Management: The Millennium Edition*. Prentice Hall, Inc.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management, Global Edition* (16th Edition). Pearson.
- Lee, J., Lee, C., & Choi, Y. (2010). Examining the role of emotional and functional values in festival evaluation. *Journal of Travel Research*, 50(6), 685–696. <https://doi.org/10.1177/0047287510385465>
- Liu, H., Fu, Y., & He, H. (2020). The Mechanism of the Effects of Experiential Marketing on Urban Consumers' Well-Being. *Complexity*, 2020, 1–10. <https://doi.org/10.1155/2020/8813906>
- Lutfie, H., & Marcelino, D. (2020). Implementation Application of Experiential Marketing to Brand Trusts and the Impacts on Purchasing Decisions. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 211–215. <https://doi.org/10.2991/aebmr.k.200915.049>
- Madhvapaty, H., & Rajesh, A. (2017). Experiential marketing as a tool for emotional brand building. In *Advances in marketing, customer relationship management, and e-services book series* (pp. 125–149). <https://doi.org/10.4018/978-1-5225-2921-7.ch008>
- Margolis, J., May-Varas, S., & Mead, T. (2022). Educational Learning Theories: 3rd Edition. In *Pressbooks*. Education Open Textbooks.
- Melany, N., Nirwana, A., WW, E. T. D., & Handayati, P. (2022). The influence of product quality and emotional value on souvenir purchase decisions by domestic tourists during the COVID-19 pandemic: the case of SME products in Malang, Indonesia. *International Journal of Scientific Research and Management (IJSRM)*, 10(11), 4139–4150. <https://doi.org/10.18535/ijssrm/v10i11.em03>
- Nadiri, H., & Gunay, G. N. (2012). AN EMPIRICAL STUDY TO DIAGNOSE THE OUTCOMES OF CUSTOMERS' EXPERIENCES IN TRENDY COFFEE SHOPS. *Journal of Business Economics and Management*, 14(1), 22–53. <https://doi.org/10.3846/16111699.2011.631742>
- Oetomo, H. W., & Budiyo. (2017). Brand image as mediation effect of experiential marketing and differentiation product to the buying decision of Toyota cars. *International Journal of Business and Administrative Studies*, 3(5), 175–182.

- Österle, B., Kuhn, M. M., & Henseler, J. (2018). Brand worlds: Introducing experiential marketing to B2B branding. *Industrial Marketing Management*, 72, 71–98. <https://doi.org/10.1016/j.indmarman.2018.04.015>
- Peng, L., & Liang, S. (2013). *The Effects of Consumer Perceived Value on purchase Intention in E-Commerce Platform: A Time-Limited Promotion Perspective*. AIS Electronic Library (AISeL). <https://aisel.aisnet.org/iceb2013/10/>
- Qasim, H., Yan, L., Guo, R., Saeed, A., & Ashraf, B. (2019). The Defining Role of Environmental Self-Identity among Consumption Values and Behavioral Intention to Consume Organic Food. *International Journal of Environmental Research and Public Health*, 16(7), 1106. <https://doi.org/10.3390/ijerph16071106>
- Radi, N., Purwantana, B., Alamsyah, R. P., & Prawira, H. D. (2019). Design of portable coffee roaster for home industry. *IOP Conference Series Earth and Environmental Science*, 327(1), 012019. <https://doi.org/10.1088/1755-1315/327/1/012019>
- Rizkalla, N., & Setiadi, D. D. (2020). Appraising The Influence of Theory of Consumption Values on Environmentally-Friendly Product Purchase Intention in Indonesia. <https://econpapers.repec.org/RePEc:aio:manmar:v:xviii:y:2020:i:1:p:7-25>
- Same, S., & Larimo, J. (2012). Marketing Theory: experience marketing and experiential marketing. *The 7th International Scientific Conference "Business and Management 2012". Selected Papers*. <https://doi.org/10.3846/bm.2012.063>
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7(4), 427–451. <https://doi.org/10.1177/1470593107083165>
- Sari, R., Ramdani, E. A., & Mujib, H. (2023). The influence of webstore visual design and emotional value on Muslimah clothing online purchasing decisions in Gen Z. *Journal of Islamic Economics and Business*, 3(1), 70–86. <https://doi.org/10.15575/jieb.v3i1.20254>
- Schmitt, B. (1999). Experiential Marketing: a new framework for design and communications. *Design Management Journal (Former Series)*, 10(2), 10–16. <https://doi.org/10.1111/j.1948-7169.1999.tb00247.x>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: a skill-building approach 7th edition*. In *John Wiley & Sons eBooks*.
- Shadlen, M. N., & Kiani, R. (2013). Decision making as a window on cognition. *Neuron*, 80(3), 791–806. <https://doi.org/10.1016/j.neuron.2013.10.047>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Shuttleworth, M., & Wilson, L. T. (2008). *Dependent Variable*. <https://explorable.com/dependent-variable>
- Smilansky, S. (2009). *Experiential Marketing: A practical guide to interactive brand experiences*. Kogan Page, London, UK.

- Snakers, E., & Zajdman, E. (2010). Does experiential marketing affect the behavior of luxury goods' consumers? *Social and Behavioural Science*. <http://umu.diva-portal.org/smash/get/diva2:349115/FULLTEXT01.pdf>
- Souki, G. Q., Chinelato, F. B., & Filho, C. G. (2021). Sharing is entertaining: the impact of consumer values on video sharing and brand equity. *Journal of Research in Interactive Marketing*, 16(1), 118–136. <https://doi.org/10.1108/jrim-03-2020-0057>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
- Widiyanto, I., & Prasilowati, S. L. (2015). Perilaku Pembelian Melalui Internet. *Jurnal Manajemen dan Kewirausahaan*, 17(2). <https://doi.org/10.9744/jmk.17.2.109-122>
- Yemez, İ., & Karaca, Ş. (2022). Examining the impact of virtual experiential marketing on E-Store image and E-Store loyalty. *Interdisciplinary Description of Complex Systems*, 20(4), 413–428. <https://doi.org/10.7906/indecs.20.4.8>
- You-Ming, C. (2010). Study on The Impacts of Experiential Marketing and Customers' Satisfaction Based on Relationship Quality. *The International Journal of Organizational Innovation*.
- Zainuddin, N., Previte, J., & Russell-Bennett, R. (2011). A social marketing approach to value creation in a well-women's health service. *Journal of Marketing Management*, 27(3–4), 361–385. <https://doi.org/10.1080/0267257x.2011.547081>

