

DAFTAR PUSTAKA

- Aiken, L. A. (1985), "Three coefficients for analyzing the reliability and validity of ratings," *Educational and Psychological Measurement*, Vol. 45, pp. 131–142.
- Alpert, J. I. and Alpert, M. I. (1990), "Music Influences on Mood and Purchase Intentions," *Psychology & Marketing*, Vol. 7 No. 2, pp.109–133.
- Apaolaza, V.; Hartmann, P.; Fernández-Robin, C.; and Yáñez, D. (2020), "Natural plants in hospitality servicescapes: the role of perceived aesthetic value," *International Journal of Contemporary Hospitality Management*, Vol. 32 No. 2, pp. 665-682.
- Arnheim, R. (1974), *Art and visual perception: A psychology of the creative eye*, Berkeley: University of California Press.
- Augustin, D. M. and Leder, H. (2006), "Art expertise: a study of concepts and conceptual spaces," *Psychology Science*, Vol. 48, pp. 135–156.
- Babin, B. J.; Darden, W. R.; and Griffin, M. (1994), "Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value," *Journal of Consumer Research*, Vol. 20 (March), pp. 644–656.
- Babin, B. J.; Lee, Y. K.; Kim, E. J.; and Griffin, M. (2005), "Modeling Consumer Satisfaction and Word-of-mouth: Restaurant Patronage in Korea," *Journal of Services Marketing*, Vol. 19, pp.133–139.
- Bagozzi, R. P. (1980), *Causal Models in Marketing*, New York: John Wiley.
- Bagozzi, R. P. (1984), "A Prospectus for Theory Construction in Marketing," *The Journal of Marketing*, Vol. 48 No.1, pp. 11–29.
- Bajaj, A., and Bond, S. D. (2018), "Beyond beauty: Design symmetry and brand personality," *Journal of Consumer Psychology*, Vol. 28 No.1, pp. 77–98.
- Baron, R. M., and Kenny, D. A. (1986), "The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations," *Journal of Personality and Social Psychology*, Vol. 51, pp. 1173-1182.
- Beardsley, M. C. (1962), "Beauty and aesthetic value," *The Journal of Philosophy*, Vol. 59 No. 21, pp. 617-628.

- Beardsley, M. C. (1982), "Aesthetic experience", In Wreen, M. J. and Callen, D. M. (Eds), *The Aesthetic Point of View: Selected Essays of Monroe C. Beardsley*, New York: Cornell University Press, pp. 285-297.
- Becker, H. (1978), "Arts and Crafts," *American Journal of Sociology*, Vol. 83, pp. 863-889.
- Becker, H. (1982), *Art World*, London: University California Press.
- Bell, C. (1914), *Art*, Oxford: Oxford University Press.
- BEKRAF (2018), "Pendapatan ditarget lebih dari Rp 1.000 triliun," Jakarta: Badan Ekonomi Kreatif, <https://www.bekraf.go.id/berita/page/10/pdb-ekraf-ditarget-lebih-dari-rp1000-triliun>.
- BEKRAF-BPS (2017), "Data statistik dan hasil survei ekonomi kreatif," Jakarta: Direktorat Riset dan Pengembangan Ekonomi Kreatif Deputi Riset Edukasi dan Pengembangan Badan Ekonomi Kreatif.
- Bennett, R. (2002), "Ticket sales forecasting methods and performance of UK theatre companies," *International Journal of Arts Management*, Vol. 5 No. 1, pp. 36-49.
- Berkowitz, M. (1987), "Product shape as a design innovation strategy," *Journal of Product Innovation Management*, Vol. 4 No. 4, pp. 274-283.
- Berley, M. K. (1978), *How to Sell Your Artwork*, New Jersey: Prentice Hall Inc.
- Berlyne, D. E. (1971), *Aesthetics and psychobiology*, New York: Appleton-Century-Crofts.
- Berthon, P., Pitt, L., Parent, M., and Berthon, J. P. (2009), "Aesthetics and ephemerality: Observing and preserving the luxury brand," *Business Horizons*, Vol.51 No.1, pp. 45-66.
- Birkhoff, G. D. (1933), *Aesthetic Measure*. Cambridge, MA: Harvard University Press.
- Bitner, M. J. (1992), "Servicescapes: The Impact of Physical Surroundings on Customers and Employees," *Journal of Marketing*, Vol. 56 (April), pp. 57-71.
- Blackburn, S. (1994), *Dictionary of philosophy*, Oxford: Oxford University Press.

Bloch, P. H. (1995), "Seeking the Ideal Form: Product Design and Consumer Response," *Journal of Marketing*, Vol. 59 (July), pp. 16–29.

Bloch, P. H.; Brunel, F. F.; and Arnold, T. J. (2003), "Individual Differences in the Centrality of Visual Product Aesthetics: Concept and Measurement," *Journal of Consumer Research*, Vol. 29 (March), pp. 551–65.

Boorsma, M. (2006), "A Strategic logic for arts marketing," *International Journal of Cultural Policy*, Vol. 12 No. 1, pp. 73-92.

Botti, S. (2000), "What Role for Marketing in the Arts? An Analysis of Arts Consumption and Artistic Value," *International Journal of Arts Management*, Vol. 2 No 3 (Spring), pp. 14–27.

Bourdieu, P. (1984) *Distinction: A Social Critique of the Judgement of Taste*, London: Routledge.

Bourgeon-Renault, D. (2000), "Evaluating Consumer Behaviour in the Field of Arts and Culture Marketing," *International Journal of Arts Management*, Vol. 3 No.1, pp. 4-18.

Bourgeon-Renault, D.; Urbain, C.; Petr, C., Le Gall-Ely, M.; and Gombault, A. (2006), "An Experiential Approach to the Consumption Value of Arts and Culture: The Case of Museums and Monuments," *International Journal of Arts Management*, Vol. 9 No.1, pp. 35-47.

Brady, M. K.; Knight, G. A.; Cronin, J. J. Jr; Tomas, G., Hult, M.; and Keillor, B. D. (2005), "Removing the contextual lens; a multinational, multi-setting comparison of service evaluation model," *Journal of Retailing*, Vol. 81 No. 3, pp. 215-230.

Butz, H. E. and Goodstein, L. D. (1996), "Measuring Customer Value: Gaining the Strategic Advantage," *Organizational Dynamics*, Vol. 24 Issue 3, pp. 63-77.

Carpenter, J. and Moore, M. (2009), "Utilitarian and hedonic shopping value in the US discount sector," *Journal of Retailing and Consumer Services*, Vol. 16, pp. 68–74.

Carroll, N. (2002a), "Aesthetic experience revisited," *The British Journal of Aesthetics*, Vol. 42 No.2, pp. 145–168.

Carroll, N. (2002b), *Philosophy of Art: A Contemporary Introduction*, London and New York: Taylor & Francis e-Library.

Carroll, N. (2003), *Beyond Aesthetic: Philosophical Essays*, New York: Cambridge University Press.

- Chahal, H. and Kumari, N. (2011), "Consumer Perceived Value and Consumer Loyalty in the Healthcare Sector," *Journal of Relationship Marketing*, Vol. 10, pp. 88–112.
- Charter, S. (2006), "Aesthetic Products and Aesthetic Consumption: A Review," *Consumption, Market and Culture*, Vol. 9 No. 3, pp. 235-255.
- Chatterjee, A., and Vartanian, O. (2014), "Neuroaesthetics," *Trends in Cognitive Sciences*, Vol. 18, pp. 370-375.
- Chin, W.W. (1998), "The partial least squares approach to structural equation modeling", in Marcoulides, G.A. (Ed.), *Modern Methods for Business Research*, Mahwah, Erlbaum, pp. 295-358.
- Churchill, G. A. Jr, 1979. "A Paradigm for Developing Better Measures of Marketing Constructs," *Journal of Marketing Research*, Vol.16 No.1, pp. 64–73.
- Colbert, F. and St-James, Y. (2014), "Research in Arts Marketing: Evolution and Future Directions," *Psychology & Marketing*, Vol. 31 No. 8, pp. 566–575.
- Collingwood, R. G. (1958), *The principles of art*, New York: Oxford University Press.
- Cooper, D. R. and Schindler, P. S. (2014), *Business Research Methods*, 12th ed. New York: McGraw-Hill.
- Costello, A. B. and Osborne, J. W. (2005), "Best practices in exploratory factor analysis: Four recommendations for getting the most from your analysis," *Practical Assessment Research & Evaluation*, Vol. 10 No. 7, pp. 1–9.
- Cox, D. and Cox, A. D. (2002), "Beyond first impressions: The effects of repeated exposure on consumer liking of visually complex and simple product designs," *Journal of the Academy of Marketing Science*, Vol. 30, pp. 119–130.
- Creusen, M. E. H. and Schoormans, J. P. L. (2005), "The Different Roles of Product Appearance in Consumer Choice," *Journal of Product Innovation Management*, Vol. 22, pp. 63–81.
- Cronin, J. (2003), "Looking Back to See Forward in Services Marketing. Some Ideas to Consider," *Managing Service Quality*, Vol. 13 No. 5, pp. 332–337.

- Cronin, J. J. (2016), "Retrospective: a cross-sectional test of the effect and conceptualization of service value revisited," *Journal of Services Marketing*, Vol. 30 No.3, pp. 261–265.
- Cronin, J. J.; Brady, M. K.; and Hult, G. T. M. (2000), "Assessing the effects of quality, value and customer satisfaction on consumer behavioural intentions in service environments," *Journal of Retailing*, Vol. 76 No. 2, pp. 193-218.
- Cropley, D., and Cropley, A. (2008), "Elements of a universal aesthetic of creativity," *Psychology of Aesthetics, Creativity, and the Arts*, Vol 2 No.3, pp. 155–161.
- Csikszentmihalyi, M. and Robinson, R. E. (1990), *The Art of Seeing: An Interpretation of the Aesthetic Encounter*, California: The J. Paul Getty Trust.
- Cupchik, G. C. (1994), "Emotion in aesthetics: Reactive and reflective models," *Poetics*, Vol. 23, pp 177–188.
- Day, E. and Crask, M. R. (2000), "Value assessment: the antecedent of customer satisfaction," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 13, pp. 42-50.
- De Klerk, H. M. and Lubbe, S. (2008), "Female consumers' evaluation of apparel quality: exploring the importance of aesthetics," *Journal of Fashion Marketing and Management*, Vol. 12 No. 1, pp. 36-50.
- De Ruyter, K.; Wetzels, M.; Lemmink, J.; and Mattson, J. (1997), "The dynamics of the service delivery process: A value-based approach," *International Journal of Research in Marketing*, Vol. 14 No. 3, pp. 231–243.
- Dewey, J. (1958), *Art as experience*, New York: Capricorn Books.
- Dick, A.S and Basu, K. (1994), "Customer Loyalty: Toward an Integrated Conceptual Framework," *Journal of Academy of Marketing Science*, Vol. 22 No. 2, pp. 99-113.
- DiMaggio, P., (1986), "Cultural entrepreneurship in nineteenth-century Boston," In: P. DiMaggio (ed.), *Nonprofit enterprise in the arts* (pp. 41-61), New York: Oxford University Press.
- Dutton, D. (2003), "Authenticity in art," In Levinson, J. (Ed.), *The Oxford handbook of aesthetics*, New York, NY: Oxford University Press, pp. 258-274.

- Edwards, J. R. (2001), "Multidimensional Constructs in Organizational Behavior Research: An Integrative Analytical Framework," *Organizational Research Methods*, Vol. 4 No2, pp. 144–192.
- El-Adly, M. I. (2019), "Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty," *Journal of Retailing and Consumer Services*, Vol. 50, pp. 322-332.
- Ellen, P. S. and Bone, P. F. (1998), "Does it matter if it smells? Olfactory stimuli as advertising executional cues," *Journal of Advertising*, Vol. 27 No. 4, pp. 29-40.
- Engel, J. F.; Kollat, D.T.; and Blackwell, R. D. (1968), *Consumer Behavior*, New York: Holt, Rinehart and Winston.
- Fabrigar, L. R.; Wegener, D. T.; MacCallum, R. C.; and Strahan, E. J. (1999), "Evaluating the use of exploratory factor analysis in psychological research," *Psychological Methods*, Vol. 4, pp. 272–299.
- Feagin, S. F. (1995), "Beauty", In R. Audi (Ed.), *The Cambridge dictionary of philosophy*, Cambridge, England: Cambridge University Press, p. 66.
- Fedrizzi, L. (2012), "Beauty and its perception: Historical development of concepts, neuroaesthetics, and gender-differences," *Rendiconti Lincei*, Vol. 23 No.3, pp. 259–269.
- Folkmann, M. N. (2009), "Evaluating aesthetics in design: A phenomenological approach," *Design Issues*, Vol. 26 No. 1, pp. 40–53.
- Fronzizi, R. (1971), *What Is Value? An Introduction to Axiology*, 2nd edition, La Salle, Illinois: Open Court Publishing Company.
- Funch, B. S. (1997), *The psychology of art appreciation*, Copenhagen: Museum Tusculanum Press.
- Gallarza, M. G. and Gil-Saura, I. G. (2006), "Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behavior," *Tourism Management*, Vol. 27 No. 3, pp. 437-452.
- Gallarza, M.G.; Arteaga, F.; and Gil-Saura, I. (2013), "The quality-value-satisfaction-loyalty chain: relationships and impacts," *Tourism Review*, Vol. 68 No. 1, pp. 3-20.
- Gallarza, M.G.; Arteag, F.; Del Chiappa, G.; and Gil-Saura, I. (2016), "Intrinsic value dimensions and the value-satisfaction-loyalty chain: a causal model for services," *Journal of Services Marketing*, Vol. 30 No.2, pp. 165-185.

- Gallarza, M. G.; Arteaga, F.; Del Chiappa, G.; Gil-Saura, I.; and Holbrook, M.B. (2017) "A multidimensional service-value scale based on Holbrook's typology of customer value: Bridging the gap between the concept and its measurement," *Journal of Service Management*, Vol. 28 Issue: 4, pp.724-762.
- Gallarza, M. G.; Arteaga, F.; and Gil-Saura, I. (2019), "Customer value in tourism and hospitality: Broadening dimensions and stretching the value-satisfaction-loyalty chain," *Tourism Management Perspectives*, Vol. 31, pp. 254-268.
- Gaunt, R.; Leyens, L.; and Demoulin, S. (2002), "Intergroup relations and the attribution of emotions: Control over memory for secondary emotions associated with the ingroup and outgroup," *Journal of Experimental Social Psychology*, Vol. 38, pp. 508-14.
- Gilboa, S. and Rafaeli, A. (2003), "Store environment, emotions and approach behavior: Applying environmental aesthetics to retailing," *The International Review of Retail, Distribution, and Consumer Research*, Vol. 13 No. 2, pp. 195–211.
- Goldman, A. H. (1995), *Aesthetic Value*, New York: Routledge Taylor and Francis.
- Goldman, A. H. (2006), "The Experiential Account of Aesthetic Value," *The Journal of Aesthetics and Art Criticism*, Vol. 64 No. 3, pp. 333-342.
- Gottdiener, M. (1998), "The semiotics of consumer space: the growing importance of themed environments," In: Sherry Jr., J. F. (Ed.), *Servicescapes: The Concept of Place in Contemporary Markets*. NTC, IL: Business Books, pp. 29–53.
- Goulding, C. (2000), "The museum environment and the visitor experience," *European Journal of Marketing*, Vol. 34 No. 3/4, pp. 261–278.
- Graf, L. K. and Landwehr, J. R. (2015) "A dual-process perspective on fluency-based aesthetics: The pleasure-interest model of aesthetic liking," *Personality and Social Psychology Review*, Vol. 19, pp. 395–410.
- Graham, G. (2005), *Philosophy of the Arts: An Introduction to Aesthetics*, third ed, New York: Routledge.
- Gronroos, C. and Voima, P. (2013), "Critical service logic: making sense of value creation and co-creation," *Journal of the Academy of Marketing Science*, Vol. 41 No. 2, pp. 133–150.

- Hagtvedt, H. and Patrick, V. (2008), "Art Infusion: The Influence of Visual Art on the Perception and Evaluation of Consumer Products," *Journal of Marketing Research*, Vol. 45 No. 3, pp. 379–389.
- Hair, J. F.; Black, W. C.; Babin, B. J.; and Anderson, R. E. (2014), *Multivariate data analysis*, 7th ed., Harlow: Pearson Education Limited.
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011), "PLS-SEM: indeed a silver bullet", *Journal of Marketing Theory and Practice*, Vol. 19 No. 2, pp. 139-151.
- Hair, J. F., Risher, J. J., Sarstedt, M., and Ringle, C. M. (2019), "When to use and how to report the results of PLS-SEM." *European Business Review*, Vol.31 No1, pp. 2–24.
- Harrison, P. and Shaw, R. (2004), "Consumer Satisfaction and Post-purchase Intentions: An Exploratory Study of Museum Visitors," *International Journal of Arts Management*, Vol. 6 No. 2, pp. 23-32.
- Haug, A. (2016), "A Framework for the Experience of Product Aesthetics," *The Design Journal*, Vol. 19 No. 5, pp. 809-826.
- Hausmann, A. (2012), "The importance of word of mouth for museums: An analytical framework," *International Journal of Arts Management*, Vol. 14 No. 3, pp. 32–43.
- Havlena, W. J. and Holbrook, M. B. (1986), "The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior," *Journal of Consumer Research*, Vol. 13 (December), pp. 394-404.
- Hekkert, P. and Leder, H. (2008). "Product aesthetics," in Schifferstein, H. and Hekkert, P. (Eds.), *Product experience*, NY, New York: Elsevier, pp.259-285.
- Hetsroni, A. and Tukachinsky, R. H. (2005), "The Use of Fine Art in Advertising: A Survey of Creatives and Content Analysis of Advertisements," *Journal of Current Issues & Research in Advertising*, Vol. 27 No. 1, pp. 93–107.
- Hirschman, E. C. (1983), "Aesthetics, Ideologies, and Limits of the Marketing Concept," *Journal of Marketing*, Vol. 47 (Summer), pp. 45-55.
- Hirschman, E. C. and Holbrook, M. B. (1982), "Hedonic consumption: emerging concepts, methods, and propositions," *Journal of Marketing*, Vol. 46 No. 3, pp. 92-101.

- Hogan, P. C. (1994), "The possibility of aesthetics," *The British Journal of Aesthetics*, Vol. 34 No. 4, pp. 337-47.
- Holbrook, M. B. (1980), "Some preliminary notes on research in consumer esthetics," in Olson, J. C. (Ed), *Advances in Consumer Research*, Association for Consumer Research, Ann Arbor, MI, Vol. 7, pp. 104-108.
- Holbrook, M. B. (1986), "Aims, Concepts, and Methods for the Representation of Individual Differences in Esthetic Responses to Design Features," *Journal of Consumer Research*, Vol. 13 No. 3, pp. 337-347.
- Holbrook, M. B. (1994), "The Nature of Customer Value: An Axiology of Services in the Consumption Experience," In Eds. Rust, R. and Oliver, R. L., *Service Quality: New Directions in Theory and Practice*, Newbury Park, CA: Sage, pp. 21-71.
- Holbrook, M. B. (Ed.) (1999), *Consumer Value: a Framework for Analysis and Research*, London: Routledge.
- Holbrook, M. B. and Hirschman, E.C. (1982), "The experiential aspects of consumption: consumer fantasies, feelings, and fun," *Journal of Consumer Research*, Vol. 9 No. 2, pp. 132-140.
- Holbrook, M. B. and Schindler, R. M. (1994), "Age, sex, and attitude toward the past as predictors of consumers' aesthetic tastes for cultural products," *Journal of Marketing Research*, Vol. 31 No. 3, pp. 412-422.
- Homer, P. M. and Kahle, L. R. (1988), "A structural equation test of the value–attitude–behavior hierarchy," *Journal of Personality and Social Psychology*, Vol. 54 No. 4, pp. 638–646.
- Howard, J.A. and Sheth, J.N. (1969), *The Theory of Buyer Behavior*, John Wiley and Sons, New York, NY.
- Huber, F.; Herrmann, A.; and Henneberg, S. C. (2007), "Measuring customer value and satisfaction in services transactions, scale development, validation and cross-cultural comparison," *International Journal of Consumer Studies*, Vol. 31 Issue 6, pp. 554–564.
- Hume, M. (2011), "How do we keep them coming?: Examining Museum experiences using a services marketing paradigm," *Journal of Nonprofit and Public Sector Marketing*, Vol. 23 Issue 1, pp. 71-94.
- Hung, K. (2000), "Narrative music in congruent and incongruent TV advertising," *Journal of Advertising*, Vol. 29 No. 1, pp. 25-35.

- Hu, H. H.; Kandampully, J.; and Juwaheer, T. D. (2009), "Relationships and impacts of service quality, perceived value, customer satisfaction and image: an empirical study," *The Service Industries Journal*, Vol. 29 No. 2, pp. 111-125.
- Irianto, A.J. dan Ridzky A. (2020), "Seni Rupa Kontemporer," *kuratorial Pameran Seni Kontemporer*, Bekasi: ArtSociates.
- Joy, A. and Sherry Jr., J. F. (2003), "Speaking of Art as Embodied Imagination: A Multisensory Approach to Understanding Aesthetic Experience," *Journal of Consumer Research*, Vol. 20 (September), pp. 259–282.
- Juslin, P. N. (2013), "From everyday emotions to aesthetic emotions: Towards a unified theory of musical emotions," *Physics of Life Reviews*, Vol.10 Issue 3, pp. 235–266.
- Karimi, J. A.; Bhattachereje, R. L.; Tatham, R. L.; and Summer, M. T. (2000), "The Effect of MIS Stering Committes on Information Technology Sophistication," *Journal of Management Information Systems*, Vol. 17 No. 2, pp. 207-230.
- Kawashima, N. (1998) "Knowing the Public. A Review of Museum Marketing Literature and Research," *Museum Management and Curatorship*, Vol. 17 No. 1, pp. 21–39.
- Kim, H. (2010), "Effects of the centrality of visual product aesthetics and aesthetic experiences on impulse buying behavior for fashion products," *Journal of the Korean Society of Clothing and Textiles*, Vol. 34 No. 12, pp. 1947-1956.
- Kirchberg, V. and Tröndle, M. (2015), "The Museum Experience: Mapping the Experience of Fine Art," *Curator: The Museum Journal*, Vol. 58 No. 2, pp. 1-25.
- Koffka, K. (1935), *Principles of Gestalt psychology*, London: Lund Humphries.
- Koller, M.; Floh, A.; and Zauner, A. (2011) "Further insights into perceived value and consumer loyalty: A green perspective," *Psychology & Marketing*, Vol.28 No.12, pp. 1154-1176.
- Kotler, N. G.; Kotler, P.; and Kotler, W. I., (2008), *Museum strategy and marketing: Designing missions, building audiences, generating revenue and resources*, San Francisco, CA: Jossey-Bass Publishers.
- Kotler, P. and Rath, A. G. (1984), "Design: A powerful but neglected strategic tool," *Journal of Business Strategy*, Vol. 5 No. 2, pp. 16-21.

Kotler, P. and Scheff, J. (1997), *Standing Room Only: Strategies for Marketing in the Performing Arts*, Boston, MA: Harvard Business School Press.

Kreitman, N. (2011), "Intrinsic aesthetic value revisited," *Metaphilosophy*, Vol. 42 No. 4, pp. 470-478.

Krishna, A. (2010), *Sensory marketing: Research on the sensuality of products*, New York: Routledge.

Kubovy, M. (2000), "Visual aesthetics," In A. E. Kazdin (Ed.), *Encyclopedia of psychology*, Vol. 8, New York: Oxford University Press, pp. 188-193.

Kulka, T. (1981), "The artistic and the aesthetic value of art," *British Journal of Aesthetics*, Vol. 21 No. 4, pp. 336-350.

Kumar, D. S.; Purani, K.; and Sahadev, S. (2017), "Visual Service Scape Aesthetics and Consumer Response: A Holistic Model," *Journal of Services Marketing*, Vol. 31 No. 6, pp. 556-573.

Lavie, T., and Tractinsky, N. (2004), "Assessing dimensions of perceived visual aesthetics of Web sites," *International Journal of Human-Computer Studies*, Vol. 60 No.3, pp. 269-298.

Law, K. S.; Wong, C. S.; and Mobley, W. H. (1998), "Toward a Taxonomy of Multidimensional Construct," *The Academy of Management Review*, Vol. 23 No.4, pp. 741-755.

Lee, J. W. and Lee, S. H. (2017), "Marketing from the Art World: A Critical Review of American Research in Arts Marketing," *The Journal of Arts Management, Law, and Society*, Vol. 47 No.1, pp. 17-33.

Leder, H., and Nadal, M. (2014), "Ten years of a model of aesthetic appreciation and aesthetic judgments : The aesthetic episode a developments and challenges in empirical aesthetics," *British Journal of Psychology*, Vol.105, pp. 443-464.

Leder, H.; Belke, B.; Oeberst, A.; and Augustin, D. (2004), "A model of aesthetic appreciation and aesthetic judgments," *British Journal of Psychology*, Vol. 95 Issue 4, pp. 489-508.

Leder, H., Gerger, G., Dressler, S. G., and Schabmann, A. (2012), "How art is appreciated," *Psychology of Aesthetics, Creativity, and the Arts*, Vol. 6 No.1, pp. 2-10.

Leroi-Werelds, S.; Streukens, S.; Brady, M. K.; and Swinnen, G. (2014), "Assessing the value of commonly used methods for measuring customer

value: a multi-setting empirical study,” *Journal of the Academy of Marketing Science*, Vol. 42 No. 4, pp. 430-451.

Levy, S. J. and Czepiel, J. (1974), "Marketing and Aesthetics," In Dennis W. Rook (Ed.) *Brands, consumers, symbols, and research: Sidney J. Levy on marketing*, California: Sage Publication, pp. 84-102.

Lewis, R. W. (1996), *Absolut Book: The Absolut Vodka Advertising Story*, Boston, MA: Tuttle Publishing.

Lloyd, A. E.; Yip, L. S. C.; and Luk, S. T. K. (2011), "An examination of the differences in retail service evaluation between domestic and tourist shoppers in Hong Kong," *Tourism Management*, Vol. 32 Issue 3, pp. 520-533.

MacKenzie, S. B., Podsakoff, P. M., and Jarvis, C. B. 2005. "The Problem of Measurement Model Misspecification in Behavioral and Organizational Research and Some Recommended Solutions," *Journal of Applied Psychology*, Vol. 90 No. 4, pp. 710-730.

MacKenzie, S. B.; Podsakoff, P. M.; and Podsakoff, N. P. (2011), "Construct measurement and validation procedures in MIS and behavioral research: integrating new and existing techniques," *MIS Quarterly*, Vol. 35 No. 2, pp. 293–334.

Makkreel, R. A. (1996), "The confluence of aesthetics and hermeneutics in Baumgarten, Meier, and Kant," *The Journal of Aesthetics and Art Criticism*, Vol. 54 No. 1, pp. 65–75.

Markovic, S. (2012), "Components of aesthetic experience: Aesthetic fascination, aesthetic appraisal, and aesthetic emotion," *i-Perception*, Vol. 3, pp. 1–17.

Martindale, C. (2000), "Aesthetic," In A. E. Kazdin (Ed.), *Encyclopedia of psychology*, Vol. 8, New York: Oxford University Press, pp. 86-88.

Mathwick, C.; Malhotra, N.; and Rigdon, E. (2001), "Experiential value: conceptualization, measurement and application in the catalog and internet shopping environment," *Journal of Retailing*, Vol. 77 No. 1, pp. 3-56.

Matilla, A. S. and Wirtz, J. (2001), "Congruency of scent and music as a driver of in-store evaluations and behaviour," *Journal of Retailing*, Vol. 77 No. 2, pp. 273-87.

Mc Dougall, G. H. G. and Levesque, T. (2000), "Customer satisfaction with services: putting perceived value into the equation," *The Journal of Services Marketing*, Vol. 14 No. 5, pp. 392-410.

- Mc Gregor, R. (1974), "Art and the aesthetic," *Journal of Aesthetics and Art Criticism*, Vol. 32 No. 4, pp. 549–559.
- Neuman, W. L. (2014), *Social Research Methods: Qualitative and Quantitative Approaches*, 7th Revised Edition, Essex, England: Pearson Education Limited.
- Newman, G. E. and Bloom, P. (2012), "Art and authenticity: The importance of originals in judgments of value," *Journal of Experimental Psychology*, Vol. 141 No. 3, pp. 558–569.
- Nicosia, F. M. (1966), *Consumer Decision Processes*, Englewood Cliffs, NJ: Prentice-Hall.
- Nuttavuthisit, K. (2014), "How consumers as aesthetic subjects co-create the aesthetic experience of the retail environment," *Journal of Retailing and Consumer Services*, Vo. 21 Issue 4, pp. 432-437.
- Oliver, R. L. (2010), *Satisfaction: A Behavioural Perspective on the Consumer*, 2nd Edition, New York: Routledge.
- Pandža Bajs, I. (2013), "Tourist Perceived Value, Relationship to Satisfaction, and Behavioural Intentions: The Example of the Croatian Tourist Destination Dubrovnik," *Journal of Travel Research*, Vol. 54 No.1, pp. 1-13.
- Parasuraman, A. (1997), "Reflections on gaining competitive advantage through customer value," *Journal of the Academy of Marketing Science*, Vol. 25 No. 2, pp. 154-161.
- Petrack, J. F. (2002), "Development of a multi-dimensional scale for measuring the percieved value of a service," *Journal of Leisure Research*, Vol. 34 No. 2, pp. 119-134.
- Pine, B. J. and Gilmore, J. H. (1998), *The Experience Economy*, Boston: Harvard Business School Press.
- Prahalad, C. K. and Ramaswamy, V. (2004), *The Future of Competition: Co-Creating Unique Value with Customers*, Boston, MA: Harvard Business School Press.
- Purnomo, B. R. and Kristiansen, S. (2018) "Economic reasoning and creative industries progress," *Creative Industries Journal*, Vol. 11 No. 1, pp. 3-21.
- Radbourne, J.; Glow, H.; and Johanson, K. (2010), "Measuring the intrinsic benefits of arts attendance," *Cultural Trends*, Vol. 19 No. 4, pp. 307–24.

- Roihan, Z. (2021), “Yang bergeser dan yang terhubung,” kuratorial *Pameran New Spirit Art Exhibition*, Makmoer Art Gallery.
- Reber, R.; Schwarz, N.; and Winkielman, P. (2004), “Processing Fluency and Aesthetic Pleasure: Is Beauty in the Perceiver’s Processing Experience?,” *Personality and Social Psychology Review*, Vol. 8 No. 4, pp. 364–382.
- Rentschler, R. (2002), “Museum and Performing Arts Marketing: The Age of Discovery,” *The Journal of Arts Management, Law, and Society*, Vol. 32 No. 1, pp. 7–14.
- Rentschler, R. and A. Gilmore (2002), “Museums: Discovering Services Marketing,” *International Journal of Arts Management*, Vol. 5 No.1, pp. 62-72.
- Rentschler, R. and Hede, A. (2007), *Museum marketing: Competing in the global marketplace*, Oxford: Elsevier.
- Ribeiro, A. C. (2012), *The Continuum companion to aesthetics*, New York: Continuum International Publishing Group.
- Richins, M. (1994), “Special Possessions and the Expression of Material Values,” *Journal of Consumer Research*, Vol. 21 (December), pp. 522–533.
- Rigdon, E.E. (2012), “Rethinking partial least squares path modeling: in praise of simple methods”, *Long Range Planning*, Vol. 45 Nos 5/6, pp. 341-358
- Riot, E.; Chamaret, C.; and Rigaud, E. (2013), “Murakami on the Bag: Louis Vuitton’s Decommoditization Strategy,” *International Journal of Retail & Distribution Management*, Vol. 41 No.11/12, pp. 919–939.
- Russell, P. A. (2003), “Effort after meaning and the hedonic value of paintings,” *British Journal of Psychology*, Vol. 94 Issue 1, pp. 99–110.
- Russell, P. A. and Milne, S. (1997), “Meaningfulness and the hedonic value of paintings: Effects of titles,” *Empirical Studies of the Arts*, Vol. 15, pp. 61–73.
- Ryu, K.; Lee, H.; and Kim, W. (2012), “The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions,” *International Journal of Contemporary Hospitality Management*, Vol. 24 No. 2, pp. 200–223.

- Sánchez-Fernández, R. and Iniesta-Bonillo, M. Á. (2007), “The concept of perceived value: A systematic review of the research,” *Marketing Theory*, Vol. 7, pp. 427–451.
- Sánchez-Fernández, R.; Iniesta-Bonillo, M. A.; and Holbrook, M.B. (2009), “The conceptualisation and measurement of consumer value in services,” *International Journal of Market Research*, Vol. 51 No. 1, pp. 93-113.
- Sánchez-Fernández, R.; Gallarza, M. G.; and Arteaga, F. (2020), “Adding dynamicity to consumer value dimensions: An exploratory approach to intrinsic values and value outcomes in the hotel industry,” *International Journal of Contemporary Hospitality Management*, Vol. 32 No. 2, pp. 853-870.
- Santos, M. J. C. and Meléndez, A. P. (2016), “The role of satisfaction in cultural activities’ word-of-mouth. A case study in the Picasso Museum of Málaga (Spain),” *Tourism & Management Studies*, Vol.12 No.1, pp.145-152.
- Sass, D. A., & Smith, P. L. (2006), “The effects of parceling unidimensional scales on structural parameter estimates in structural equation modeling,” *Structural Equation Modeling: A Multidisciplinary Journal*, Vol 13 No. 4, pp. 566-586.
- Sekaran, U. and Bougie, R. (2016), *Research Methods for business; a skill building approach*, 7th ed., West Sussex, United Kingdom: John Wiley & Sons Inc.
- Scherer K. R. (2005), “What are emotions? And how can they be measured?,” *Social Science Information*, Vol. 44, pp. 695–729.
- Schiuma, G. (2011), *The Value of Arts for Business*, Cambridge, England: Cambridge University Press.
- Schmitt, B. H. (1999), “Experiential Marketing,” *Journal of Marketing Management*, Vol. 15, pp. 53–67.
- Schmitt, B. H. and Simonson, A. (1997), *Marketing Aesthetics: The Strategic Management of Brands, Identity, and Image*, New York: The Free Press.
- Schmitt, B. H. and Zarantonello, L. (2013), “Consumer experience and experiential marketing: A critical review,” *Review of Marketing Research*, Vol. 10, pp. 25–61.
- Sheth. J. N.; Newman, B. I.; and Gross, B. L. (1991) "Why We Buy What We Buy: A Theory of Consumption Values," *Journal of Business Research*, Vol. 22(March), pp. 159-170.

- Shimamura, A. P. (2012), "Toward a science of aesthetics: Issues and ideas," In Shimamura, A. P. and Palmer, S. E. (Eds.), *Aesthetic science: Connecting minds, brains, and experience*, New York, NY: Oxford University Press, pp. 3-28.
- Shmueli, G. and Koppius, O.R. (2011), "Predictive analytics in information systems research", *MIS Quarterly*, Vol. 35 No. 3, pp. 553-572.
- Sibley, F. N. (2001), *Approach to aesthetics: Collected papers on philosophical aesthetics*, Oxford, UK: Oxford University Press.
- Silvia, P. J. (2005), "Emotional response to art: From collation and arousal to cognition and emotion," *Review of General Psychology*, Vol. 9, pp. 342–357.
- Silvia, P. J. (2009), "Looking past pleasure: Anger confusion disgust pride surprise and other unusual aesthetic emotions," *Psychology of Aesthetics, Creativity, and the Arts*, Vol. 3, pp. 48–51.
- Soedarso Sp. (2006), *Trilogi Seni: Penciptaan, Eksistensi, dan Kegunaan Seni*, Yogyakarta: BP ISI Yogyakarta.
- Solso, R. L. (1997), *Cognition and the visual arts*, Cambridge, MA: MIT Press.
- Stecker, R. (2012), "Artistic Value Defended," *The Journal of Aesthetics and Art Criticism*, Vol. 70, pp. 355–362.
- Stoel, L.; Wickliffe, V.; and Lee, K. L. (2004), "Attribute beliefs and spending as antecedents to shopping value," *Journal of Business Research*, Vol. 57, pp. 1067–1073.
- Suminar, L.; Setiawan, B.; dan Nugrahandika, W. H. (2017), "Pemanfaatan Galeri Seni Sebagai Ruang Publik di Yogyakarta," *Prosiding Temu Ilmiah Ikatan Peneliti Lingkungan Binaan Indonesia*, hlm. E 001-006.
- Susanto, M. (2004), *Menimbang Ruang Menata Rupa: Wajah dan Tata Pameran Seni Rupa*, Yogyakarta: Galang Press.
- Sweeney, J. C. and Soutar, G. N. (2001), "Consumer perceived value: The development of a multiple item scale," *Journal of Retailing*, Vol. 77, pp. 203–220.
- Swilley, E. (2012), "Aesthetic technology: scale development and measurement," *International Journal of Technology Marketing*, Vol. 7 No. 3, pp. 324-341.

- Tatarkiewicz, W. (1970), *History of aesthetics*, The Hague, The Netherlands: Mouton.
- Taylor, S.A.; Celuchi, K.; and Steplen, G. (2004), "The importance of Brand Equity to Customer Loyalty," *Journal of Product and Brand Management*, Vol.13 No.4, pp. 217-227.
- Townsend, D. (1997), *An introduction to aesthetics*, Oxford, England: Blackwell.
- Van Tilburg, M.; Lieven, T.; Herrmann, A.; and Townsend, C. (2015) "Beyond 'pink it and shrink it': perceived product gender, aesthetics, and product evaluation," *Psychology & Marketing*, Vol. 32, No. 4, pp. 422–437.
- Venkatesh, A. and Meamber, L. (2006) "Arts and aesthetics: Marketing and cultural production," *Marketing Theory*, Vol.6 No.1, pp.11–39.
- Veryzer, R. W. (1993), "Aesthetic response and the influence of design principles on product preferences," *Advances in Consumer Research*, Vol. 20 No. 1, pp. 224-228.
- Veryzer, R. W. and Hutchinson, J. W. (1998), "The Influence of Unity and Prototypicality on Aesthetic Responses to New Product Designs," *Journal of Consumer Research*, Vol. 24 (March), pp. 374–394.
- Wagner, J. (1999a), "Aesthetic Value: Beauty in art and fashion," in *Consumer Value: a Framework for Analysis and Research*, ed. Holbrook, M. B., London: Routledge, pp. 126-146.
- Wagner, J. (1999b), "A Model of Aesthetic Value in the Servicescape," in *Handbook of Services Marketing and Management*, ed. Teresa A. Swartz and Dawn Iacobucci, Thousand Oaks, CA: Sage, pp. 69–88.
- Walton, K. L. (1993), "How marvelous! Toward a theory of aesthetic value," *The Journal of Aesthetics and Art Criticism*, Vol. 51 No.3, pp. 499–510.
- Wang, Y., Cruthird, K. W., Axinn, C. and Guo, C. (2013), "In Search of Aesthetics in Consumer Marketing; An Examination of Aesthetic Stimuli from Philosophy of Art and Psychology of Art," *Academy of Marketing Studies Journal*, Vol. 17 No. 2, pp. 37-55.
- White, D. A. (1996), "It's working beautifully! Philosophical reflections on aesthetics and organization theory," *Journal of Organization*, Vol. 3 No. 2, pp. 195-208.

- Willems, K.; Leroi-Werelds, S.; and Swinnen, G. (2016), "The impact of customer value types on customer outcomes for different retail formats," *Journal of Service Management*, Vol. 27 Issue: 4, pp. 591-618.
- Woodruff, R. B. (1997), "Customer Value: The Next Source for Competitive Advantage," *Journal of the Academy of Marketing Science*, Vol. 25 No. 2, pp. 139–153.
- Wu, C. H. J. and Liang, R. D. (2009), "Effects of experiential value on customer satisfaction with service encounters in luxury-hotels restaurants," *International Journal of Hospitality Management*, Vol. 28 No. 4, pp. 586-593.
- Yayasan Seni Cemeti (2004), *Buletin Surat*, Vol.19, Yogyakarta, Indonesia.
- Zeithaml, V. A. (1988), "Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence," *Journal of Marketing*, Vol. 52, pp. 2-22.
- Zeithaml, V. A.; Berry, L.; and Parasuraman, A. (1996), "The Behavioral Consequences of Service Quality," *Journal of Marketing*, Vol. 60 (April), pp. 31–46.