

## DAFTAR PUSTAKA

- Alkilani, Kwek Choon Ling dan Anas Ahmad Abzakh. 2013. "The Impact of Experiential Marketing and Customer Satisfaction on Customer Commitment in the World of Social Networks." *Canadian Center of Science and Education*, Vol.9(1), pp. 262-270.
- Anderson, R. E., dan Srinivasan, S. S. 2003. E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology & Marketing*, Vol. 20, No. 2, 123-137.
- Andreassen, T. W., & Lindestad, B. 1994. Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. *International Journal of Service Industry Management*, 9(1), 178-194.
- Chao, Ren-Fang. 2015. The Impact of Experimental Marketing on Customer Loyalty for Fitness Clubs: Using Brand Image and Satisfaction as the Mediating Variables. *The Journal of International Management Studies*, Volume 10 Number 2.
- Chaudhuri, A., and Holbrook, M. B. 2001. The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2),81-93.
- Chou You-Ming 2010, Study on the Impacts of Experiential Marketing and Customers Satisfaction Based on Relationship Quality, *The International Journal of Organizational Innovation*.
- Cooper, D. R., dan Schindler, P.S. 2014. *Business Research Methods*. New York: McGraw-Hill.
- Cuellar, S. S., Eyler, R. C., & Fanti, R. 2015. Experiential Marketing and Long-Term Sales. *Journal of Travel & Tourism Marketing*, 32(5), 534-553.
- Elvina, Laura. 2011. Faktor-Faktor Pembentuk Experiential Marketing(Pemasaran Pengalaman) dan Pengaruhnya terhadap Loyalitas. *Skripsi*.
- Griffin, J. 2007. *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Edisi revisi dan terbaru. Jakarta: Erlangga.
- Hair et al., 2014. *A Primer on Partial Least Squares Structural. Equation Modeeling {PLS-SEM}*. SAGE Publications,Inc. California. USA.
- Indrawatia dan Fatharani, Ulfa Shafira. 2016. The Effect Of Experiential Marketing Towards Customer Satisfaction On Online Fashion Store In

- Indonesia. *First International Conference on Advanced Business and Social Sciences (ICABSS-Bali, 2016)* ISBN: 978 0 994365644.
- Jahromi, N. M., M. Adibzadeh. Dan S. Nakhae. 2015. Examination the Interrelationship Experiential Marketing, Experiential Value, Purchase Behavior and Their Impact on Customers Loyalty (Case Study: Customers of Hormoz Hotel in Bandar-e-Abbas. *Journal of Marketing and Consumer Research*. 12.
- Jang, SooCheong (Shawn), dan Y. Namkung. 2009. Perceived Quality, Emotions, and behavioral Intentions: Application of An Extended Mehrabian- Russell Model to Restaurants. *Journal of Business Research* 62, 451-460.
- Kartajaya, H. 2006. *Hermawan Kertajaya on Marketing*. Gramedia Pustaka Utama. Jakarta.
- Kim WG, Moon YJ. 2009. Customers' cognitive, emotional, and actionable response to the servicescape: a test of the moderating effect of the restaurant type. *Int J Hosp Manag* 28(1):144–156
- Kotler, P. 2003. *Marketing management (7th ed.)*. New Jersey: Prentice Hall.
- Kotler, P dan K. L. Keller. 2006. *Manajemen Pemasaran*. PT. Index. Jakarta.
- Kotler, P dan G. Armstrong. 2008. *Prinsip-Prinsip Pemasaran*. Jilid 1 - Edisi 12. Erlangga. Jakarta.
- Kotler, Philip dan Armstrong, Gary. 2014. *Principles of Marketing*, 15th edn New Jersey: Prentice Hall.
- Kotler, P. & Keller, K. L., 2016. *Marketing Management*, 15th edn, England: *Pearson Education Limited*.
- Kuo Ming Lin, Chia Ming Chang, and Zen Pin Lin, Min Lang Tseng, Lawrence Wlan. 2000. Application of Experiential Marketing Strategy to Identify Factors Affecting Guest Leisure Behaviour in Taiwan Hot- Spring Hotel. *WSESAS Transactions On Business And Economics*. Issue 5, Volume 6. Pages 229 – 240
- Lee, T. H., and Chang, Y. S. 2012. The influence of experiential marketing and activity involvement on the loyalty intentions of wine tourists in Taiwan. *Leisure Studies*, 31(1), 103-121.
- Lee, Ming-Shing, Hsiao, Huey-Der, Yang, Ming-Fen. 2010. The Study of Relationships Among Experiential Marketing, Service Quality, Customer Satisfaction, and Customer Loyalty. *International Journal of Organizational Innovation*. Taiwan.

- Lee M. S., Hsiao H. D., M. F. Yang. 2011. The Study of the Relationships among Experiential Marketing, Service Quality, Customer Satisfaction and Customer Loyalty. *The International Journal of Organizational Innovation*, 3(2), 353-379, 2011.
- Lin, K. M., Chang, C. M., Lin, Z. P., Tseng, M. L., & Lan, L. W. 2009. Application of experiential marketing strategy to identify factors affecting guests' leisure behavior in Taiwan Hot-Spring Hotel. *WSEAS Transaction on Business and Economics*, 6(5), 229-240.
- Lovelock, Christopher H. dan Wright, Lauren K. 2007. *Manajemen Pemasaran Jasa*. PT. Indeks Kelompok Gramedia. Jakarta.
- Ming-Shing, Lee., Huey, Hsiao., Ming-Fen, Yang., 2010, The Study of The Relationships Among Experiential Marketing, Service Quality, Customer Satisfaction and Customer Loyalty, *International Journal of Organizational Innovation*, Vol 11, No. 4
- Nuruni Ika and Kustini (2009)
- Oliver, R. L. 1980. A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Ozturk, R. 2015. Exploring the Relationships between Experiential Marketing, Customer Satisfaction and Customer Loyalty: An Empirical Examination in Konya. *International Journal of Economics and Management Engineering* Vol:9, No:8.
- Pullman, M.E., & Gross, M.A. 2004. Ability of Experience Design Elements to Elicit Emotions and Loyalty Behaviors, *Decision Sciences*, 35: 551-578.
- Schmitt, B., 1999. Experiential Marketing. *Journal of Marketing Management*.15, 53-67.
- Sekaran, Uma. 2011. *Metodologi Penelitian untuk Bisnis Edisi 4 Buku 1*. Salemba Empat. Jakarta.
- Selnes, F. 1993. An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *European Journal of Marketing*, 27(9), 19e35.
- Sudrajat Edi, Farida Naili dan Ngatno. 2016. Pengaruh Experiential Marketing Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening (Studi Pada Pelanggan Maskapai Penerbangan Garuda Indonesia Branch office Semarang). *Jurnal*. Program Studi Administrasi Bisnis Universitas Diponegoro.

- Tsaur SH, Chiu YT, Wang CH. 2007. The visitors behavioral consequences of experiential marketing: an empirical study on Taipei Zoo. *J Travel Tour Mark* 21(1):47–64
- Wan-Chi Yang, 2011. Applying Content Validity Coefficient and Homogeneity Reability Coefficiebt to Investigate the Experimental Marketing Scale for Leisure Farms. *Journal of Global Business Management, Beaverton* 7.1.
- Wei- Shih Tsai dan Hung-Chin Liu. 2010. The Effects Of Service Quality And Lifestyle On. Consumer Choice Of Channel Types: The Health Food Industry As An Example, African. *Journal Of Business Management* Vol. 4(6), pp. 1023-1039.
- Wu, H. C., & Mohi, Z. 2015. Assessment of service quality in the fast food restaurant. *Journal of Foodservice Business Research*, 18(4), 358-388.