

DAFTAR PUSTAKA

- Abadi, R. R., Nusryamsi, I., & Syamsuddin, A. R. (2020). Effect of Customer Value and Experiential Marketing to Customer Loyalty with Customer Satisfication as Intervening Variable (Case Study on Gojek Makassar Consumers). *The Asian Journal of Technology Management*, 13(1).
- Abror, A., Patrisia, D., Yasri, Y. E., & Dastgir, S. (2019). Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty. *Journal of Islamic Marketing*, 11(6).
- Alkilani, K., Ling, K. C., & Abzakh, A. A. (2017). The Impact of Experiential Marketing and Customer Satisfaction on Customer Commitment in the World of Social Networks. *Asian Social Science*, 9(1).
- Chang, W. (2020). Experiential Marketing, Brand Image and Brand Loyalty: a Case Study of Starbucks. *British Food Journal*, 123(1).
- Chao, R. (2015). The Impact of Experimental Marketing on Customer Loyalty for Fintess Club: Using Brand Image and Satisfication as the Mediating Variables. *The Journal of International Management Studies*, 10(2).
- Chuah, S. H.-W., Marimuthu, M., Kandampully, J., & Bilgihan, A. (2017). What drives Gen Y loyalty? Understanding the mediated moderating roles of switching costs and alternative attractiveness in the value-satisfactionloyalty chain. *Journal of Retailing and Consumer Services*, 36, 124–136.
- Cronin, J. J., Brady, M. K., & Hult, G. T. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2).
- Devi, R., & Menezes, C. (2016). Effect of Social Media Marketing on Brand Loyalty Formation from the Perspective of Online Consumer. *The IASMS Journal of Business Spectrum*, 9(1).

- Ghafoor, M. M., Iqbal, H. K., Tariq, U., & Murtaza, F. (2012). Impact of Customer Satisfaction and Brand Image on Brand Loyalty. *Progress in Business Innovation and Technology Management*, 2.
- Grönroos, C. (2002). *Service Management och Marknadföring en CRM*. Malmö: Liber Ekonomi.
- Hidayat, R. (2009). Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Nilai pelanggan terhadap kepuasan dan Loyalitas Pelanggan Nasabah Bank mandiri. *Jurnal Bisnis dan Ekonomi*. 5(1).
- Homburg, C., Koschate, N. & Hoyer, W. D. (2006). The role of cognition and affect in the formation of customer satisfaction: A dynamic perspective. A dynamic perspective. *Journal of Marketing*, 70(3).
- Indarto, E. W., Suroso, I., & Sudaryanto. (2018). The Effect of Brand Image and Product Attributes on Customer Satisfaction and Customer Loyalty. *Journal of Applied Management*, 16(3).
- Iskandar, V. B. (2021). Jumlah Penduduk Kota Semarang 1,65 Juta Jiwa pada 2020, diakses melalui [https://databoks.katadata.co.id/datapublish/2021/10/06/jumlah-penduduk-kota-semarang-165-juta-jiwa-pada-2020#:~:text=Jumlah%20Penduduk%20Kota%20Semarang%20Menurut%20Kecamatan%20\(SP%202020\)&text=Hasil%20Sensus%20Penduduk%20\(SP\)%202020,\(50%2C5%25\)%20perempuan](https://databoks.katadata.co.id/datapublish/2021/10/06/jumlah-penduduk-kota-semarang-165-juta-jiwa-pada-2020#:~:text=Jumlah%20Penduduk%20Kota%20Semarang%20Menurut%20Kecamatan%20(SP%202020)&text=Hasil%20Sensus%20Penduduk%20(SP)%202020,(50%2C5%25)%20perempuan).
- Jayasankaraprasad, C. & Kumar, P. V. V. (2012). Antecedents and consequences of customer satisfaction in food & grocery retailing: An empirical analysis. *Decision*, 39(3).
- Kangu, M., K.L. Wanjau., G. Kosimbei, R. Arasa (2017). Technology Infrastructure: A Customer Relationship Management Dimension in Maintaining Customer Loyalty. *International Journal of Economics, Commerce and Management*, 5(5).
- Kartajaya, H. (2006). *Marketing Mix Seri 9 Elemen Marketing*. Bandung: PT Mizan.
- Kasali, R. (2010). *Change*. Jakarta: Gramedia Pustaka Utama.

- Keller, K. L. (2001). Building Customer-based Brand Equity: A Blueprint for Creating Strong Brands. *Marketing Science Institute*, 1(7).
- Koo, D. M. (2003). Inter-relationship Among Store Images, Store Satisfaction and Store Loyalty Among Korea Discount Retail Patrons. *Asia Pacific Journal of Marketing and Logistics*, 15(4).
- Kotler & Keller. (2014). *Manajemen Pemasaran, Jilid I, Edisi Ke-13*. Jakarta: Erlangga.
- Kotler, P. & Keller. (2008). *Manajemen Pemasaran. Edisi Ketigabelas. Jilid 1*. Jakarta: Erlangga.
- Kotler, P., dan Keller, K. L. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks.
- Kotler, P., dan Keller, K. L. (2019). *Manajemen Pemasaran edisi 13 Jilid 1 & 2*. Jakarta: PT. Indeks.
- Lai, M. C., & Chou, F. S. (2010). The Effect of Experiential Value, Perceived Quality and Customer Satisfaction on Customer Lifetime Value: an Example using Star Cruises. *Chinese Business Review*, 9(11).
- Lee, M.-S., Hsiao, H.-D., & Yang, M.-F. (2011). The Study of the Relationships Among Experiential Marketing Service Quality. *The International Journal of Organizational Innovation*, 3(2), 352-378.
- Lee, S. (2018). The Influence of The Experiential Marketing Factors of Restaurant on the Brand Image, Satisfaction, and Customer Loyalty: Focused on Restaurants in Complex Shopping Mall. *Culinary Science & Hospitality Research*, 24(2).
- Lin, M. T. (2019). Effects of Experiential Marketing on Experience Value and Customer Satisfaction in Ecotourism. *Ekoloji*, 28(107).
- Maghnati, F., Ling, K. C., & Nasermoadeli, A. (2012). Exploring the relationship between experiential marketing and experiential value in the smartphone industry. *International Business Research*, 5(11).
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment. *Journal of Retailing*, 77(1).

- McCole, P. (2004). Refocusing Marketing to Reflect Practice: The Changing Role of Marketing for Business. *Marketing Intelligence and Planning*, 22(5).
- Nafiah, K. L., & Trihudiyatmanto, M. (2021). Membangun Loyalitas Pelanggan Melalui Kepuasan yang Dipengaruhi oleh Kualitas Produk, Brand Image dan Experiential Marketing. *Jurnal Ilmu Manajemen dan Akuntansi*, 9(1).
- Öztürk, R. (2015). Exploring the Relationships between Experiential Marketing, Customer Satisfaction and Customer Loyalty: An Empirical Examination in Konya. *International Journal of Social, Behaviroral, Educational, Ecnomic, Business and Industrial Engineering*, 9(8).
- Purnamasari, I. G. A. Y. (2015). Pengaruh Kualitas Produk dan Harga terhadap Kepuasan Konsumen Produk M2 Fashion Online di Singaraja Tahun 2015. *Jurnal Pendidikan Ekonomi*, 5(1).
- Qastari, A. R. (2016). Persaingna Usaha Kafe dan Warung Kopi di Kota Watampone. *Skripsi*, Program Ilmu Hukum, Fakultas Hukum Universitas Hassanudin, Makassar.
- Rangkuti, F. (2018). *Measuring Customer Satisfaction: Teknik Mengukur Strategi Meningkatkan Kepuasan Pelanggan*. Jakarta: Gramedia Pustaka Utama.
- Rozaqie, et al. (2016). Analisis Faktor-Faktor Expereiental Marketing dan Pengaruhnya terhadap Loyalitas Pelanggan (Survei pada Pelanggan Legend Coffee Malang). *Jurnal Administrasi Bisnis*, 38(1).
- Sangadji, E. M., & Sopiah, M. (2013). *Perilaku Konsumen: Pendekatan Praktis*. Yogyakarta: Penerbit Andi.
- Sari, D. I. (2022). 10 Tempat Ngopi di Semarang, Ada Kafe dengan Benteng. Diakses melalui <https://travel.kompas.com/read/2022/01/26/110300027/10-tempat-ngopi-di-semarang-ada-kafe-dengan-bangunan-benteng?page=all>.
- Schmitt, B. H. (2010). Expereience Marketing: Concepts, Frameworks and Consumer Insights. *Foundations and Trends in Marketing*, 5(2).
- Schmitt, B. H., & Rogers, D. L. (2008). *Handbook on Brand and Experience Management*. US: Edward Elgar.

- Shahzad, A., Yaqub, R. M. S., Di Vaio, A., & Hassan, R. (2021). Antecedents of customer loyalty and performance improvement: Evidence from Pakistan's telecommunications sector. *Utilities Policy*, 70, 101208.
- Shimp, T. (2010). *Intergrated Marketing Communications in Advertising and Promotions*. South-Western: Cengage Learning.
- Sivadas, E., & Baker-Prewitt, J. (2000). An Examination of the Relationship Between Service Quality, Customer Satisfaction, and Store Loyalty. *International Journal of Retail & Distribution Management*, 28(2).
- Sjafitri, H., Ramadan, Y. H., & Candra, Y. (2018). Pengaruh Experiential Marketing terhadap Brand Image Bank Nagari Cabang Ulak Karang Padang. *Jurnal Menara Ekonomi*, IV(2).
- Soemirat & Ardianto. (2017). *Dasar-dasar Public Relations*. Bandung: PT Remaja Rosdakarya.
- Stein A, Ramaseshan B (2016) Towards the Identification of Customer Experience Touch Point Elements. *Journal of Retailing and Consumer Services*, 30: 8-19.
- Sugiyono. (2017). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Penerbit Alfabeta.
- Suryawan, S., & Dharmayanti, D. (2013). Analisa Hubungan Antara Experiential Marketing, Customer Satisfaction Dan Customer Loyalty Cafe Nona Manis Grand City Mall Surabaya. *Jurnal Manajemen Pemasaran*, 1(2).
- Tangkuman, M. J., Massie, J. D. D., & Mangantar, M. (2020). The Effect of Experiential Marketing and Customer satisfaction on Customer Loyalty at McDonald's Manado. *Jurnal EMBA*, 8(4).
- Tjiptono, F. (2014). *Pemasaran Jasa*. Yogyakarta: CV Andi Offset.
- Tjiptono, F. (2015). *Strategi Pemasaran: Edisi Keempat*. Yogyakarta: Penerbit Andi.
- Umar, H. (2005). *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: Gramedia Pustaka Utama.

- Wahyono & Nurjanah, U. (2020). Building Customer Loyalty through Strategy Experiential Marketing, Service Quality, and Customer Satisfaction. *Management Analysis Journal*, 9(2).
- Y. R. Chen, Y. C. Lee. (2009). Effects of Experiential Marketing on Blog Loyalty. *Marketing Review*, 6(4), 591–616.
- Yanti, Y., & Deliana, Y. (2018). Gaya Hidup Kaitannya dengan Keputusan Konsumen dalam Membeli Minuman Kopi. *Jurnal AGRISEP*, 1(7).
- Yuan, Y. H., & Wu, C. K. (2008). Relationship Among Experiential Marketing, Experiential Value, and Customer Satisfaction. *Journal of Hospitality & Tourism Research*, 52.
- Zeithaml, V., Berry, L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Hospitality Marketing & Management*, 22(5).
- Zeithaml, V., Parasuraman, A., & Berry, L. (1990). *Delivering Quality Service*. New York: The Free Press.
- Zena, P. A., & Hadisumarto, A. D. (2013). The study of relationship among experiential marketing, service quality, customer satisfaction, and customer loyalty. *Asean Marketing Journal*, 4(1), 37- 46.
- Zulaicha, S, & Irawati, R. (2016). Pengaruh Produk dan Harga terhadap Keputusan Pembelian Konsumen Morning Bakery Batam. *Jurnal Invobiz*, 4(2).