

DAFTAR PUSTAKA

- Abigail, J., Sari, V. P., & Saputra, D. (2024). The Influence of Product Quality and Online Shopping Experience (OSE) on Consumer Loyalty Through Customer Satisfaction on Local Skincare Products. *Procedia Computer Science*, 234(2023), 537–544. <https://doi.org/10.1016/j.procs.2024.03.037>
- Agustina, R., Hinggo, H. T., & Zaki, H. (2023). Pengaruh Brand Ambassador , E-Wom , Dan Brand Trust. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 2(1), 433–445.
- Agustiono, A., Listyorini, S., & Nugraha, H. S. (2022). Pengaruh Customer Experience terhadap Customer Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Intervening (Studi pada Masyarakat Semarang Pengguna LinkAja). *Jurnal Ilmu Administrasi Bisnis*, 11(2), 244–256. <https://doi.org/10.14710/jiab.2022.34564>
- Ahmad Fahrezi, & Uuh Sukaesih. (2023). Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Merek Aldo (Studi Kasus Di Pondok Indah Mall Jakarta). *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, 2, 189–199. <https://doi.org/10.36441/snpk.vol2.2023.117>
- Akin, M. and Yetgin, M.A. (2025). The Impact of the Customer Experience Offered to Customers Through Digital Banking Applications on Customer Loyalty and Customer Satisfaction. *Financial Landscape Transformation: Technological Disruptions (Emerald Studies in Finance, Insurance, and Risk Management)*, 51-65.
- Antara, I. M. R. S., & Rastini, N. M. (2022). The Influence of Brand Image, Sales Promotion and Quality of Service on Customer Satisfaction Car Rental Service. *European Journal of Business and Management Research*, 7(2), 223–226. <https://doi.org/10.24018/ejbm.2022.7.2.1273>
- Arif, M., & Syahputri, A. (2021). The Influence of Brand Image and Product Quality on Customer Loyalty with Consumer Satisfaction as a Intervening Variable at Home Industry. *Journal of International Conference Proceedings*, 4(2), 398–412. <https://doi.org/10.32535/jicp.v4i2.1274>
- Assauri, S. (2001). *Manajemen Produksi dan Operasi*. Edisi Revisi Fakultas Ekonomi Universitas Indonesia, Jakarta.
- Aulia, M., & Tadulako, U. (2021). *Pengaruh Pengalaman Konsumen Terhadap Loyalitas*. 7(1), 12–20.
- Becker, L., & Jaakkola, E. (2020). Customer experience: fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48(4), 630–648. <https://doi.org/10.1007/s11747-019-00718-x>

- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Damayanti, C., & Wahyono. (2015). Pengaruh Kualitas Produk, Brand Image Terhadap Loyalitas Dengan Kepuasan Sebagai Variabel Intervening. *Management Analysis Journal*, 4(3), 236–251.
- Danang, Sunyoto (2012). *Dasar-dasar Manajemen Pemasaran*. Yogyakarta: CAPS
- Darwin, Muhammad *et al.* (2020). *Metode Penelitian Pendekatan Kuantitatif*. Bandung: CV. Media Sains Indonesia.
- Dhasarathi, S., & Kanchana, P. N. (2022). *Branding Towards Customer Loyalty on Apparels By The Customers of Selected Cities of Tamilnadu*.
- Edot. (2024). *5 E-Commerce dengan Pengunjung Terbanyak di Indonesia pada Awal 2024, Siapa Juaranya?*. Diakses tanggal 10 November 2024, dari <https://edot.id/articles/5-e-commerce-dengan-pengunjung-terbanyak-di-indonesia-pada-awal-2024-siapa-juaranya>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(July 2018), 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Ertemel, A. V., Civelek, M. E., Eroğlu Pektaş, G. Ö., & Çemberci, M. (2021). The role of customer experience in the effect of online flow state on customer loyalty. *PLoS ONE*, 16(7 July 2021). <https://doi.org/10.1371/journal.pone.0254685>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (5th ed). Badan Penerbit Universitas Diponegoro.
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Pasuruan: Penerbit Qiara Media.
- FoEh, J. E., & Anggoro, D. P. (2022). Pengaruh Citra Merek, Kualitas Produk, Dan Promosi Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Produk Indomie Di Superindo Kecamatan Babelan, Kabupaten Bekasi. *Ultima Management : Jurnal Ilmu Manajemen*, 14(2), 258–275. <https://doi.org/10.31937/manajemen.v14i2.2858>
- Godovykh, M., & Tasci, A. D. D. (2020). Satisfaction vs experienced utility:

- current issues and opportunities. *Current Issues in Tourism*, 23(18), 2273-2282.
- Goodstats. (2023). *Merek Fesyen Lokal yang Jadi Favorit Masyarakat Indonesia Versi Goodstats*. Diakses tanggal 10 November 2024, dari <https://data.goodstats.id/statistic/merek-fesyen-lokal-yang-jadi-favorit-masyarakat-indonesia-versi-goodstats-mavFg>.
- Goodstats. (2023). *Produk Fashion Jadi Produk yang Paling Banyak Dibeli di Online Shop*. Diakses tanggal 10 November 2024, dari <https://data.goodstats.id/statistic/produk-fashion-jadi-produk-yang-paling-banyak-dibeli-di-online-shop-WNrZx>
- Ghozali, Imam. (2014). *Structural Equation Modelling, Metode Alternatif dengan Partial Least Square (PLS)*. Edisi 4. Semarang: Badan Penerbit Universitas Diponegoro.
- Ha, M. T. (2021). The impact of customer experience on customer satisfaction and customer loyalty. *Turkish Journal of Computer and Mathematics Education*, 12(14), 1027-1038. <https://doi.org/10.17762/turcomat.v12i14.10388>
- Hasan, A. (2016). *Marketing dan Kasus-Kasus Pilihan*. Jakarta: CAPS (Center for Academic Publishing Service).
- Herman, H., E Janrosl, V. S., & Aslan, I. (2024). The effect of service quality and brand image on customer loyalty with consumer satisfaction as a mediation variable in shopee e commerce. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, 10(1), 29. <https://doi.org/10.29210/020233167>
- Ida Sukmawati, J. D. M. (2015). KEPERCAYAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA PT AIR MANADO THE EFFECTS OF SERVICE QUALITY MEDIATED BY CUSTOMER SATISFACTION AND TRUST TOWARD CUSTOMER LOYALTY IN PT AIR MANADO sejak tahun 2007 telah berganti pemegang saham dan berubah nama menja. *Jurnal EMBA*, 3(3), 729–742.
- Ilmiyah, K., & Krishernawan, I. (2020). Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Mojokerto. *Maker: Jurnal Manajemen*, 6(1), 31–42. <https://doi.org/10.37403/mjm.v6i1.143>
- IrawanLubis, M. F., Aslami, N., & Tambunan, K. (2023). Pengaruh Harga, Pelayanan Dan Customer Experience Terhadap Kepuasan Pelanggan Pada Cafe Pascho Pematangsiantar. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(2), 872–882. <https://doi.org/10.31955/mea.v7i2.3074>
- Japarianto, E. (2019). PENGARUH RETAIL SERVICE QUALITY TERHADAP

MINAT BERKUNJUNG ULANG MALL Di SURABAYA MELALUI PERCEIVED QUALITY DAN CUSTOMER SATISFACTION SEBAGAI VARIABEL INTERVENING. *Jurnal Manajemen Pemasaran*, 13(1), 17–26. <https://doi.org/10.9744/pemasaran.13.1.17-26>

Katadata. (2021). *50 Merek Lokal Paling Populer*. Diakses tanggal 10 November 2024, dari <https://katadata.co.id/merek-lokal>.

Katadata. (2024). *Tren E-Commerce 2023, Kunjungan ke Shopee dan Blibli Meningkat*. Diakses tanggal 19 November 2024, dari <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/f056a701023f0fe/tren-e-commerce-2023-kunjungan-ke-shopee-dan-blibli-meningkat>.

Keller, K. L. (2020). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. 5th Edition, Pearson Prentice Hall, Upper Saddle River.

Khotijah, S., & Pradiani, T. (2023). SEBAGAI VARIABEL INTERVENING (Studi Pelanggan Kosmetik LT Pro di Hong Kong). *Jurnal Ilmiah Riset Aplikasi Manajemen(JIRAM)*, 1(1), 129–140.

Kibrispdr. (2021). *Detail Logo Erigo Hd Koleksi Nomer 6*. Diakses tanggal 5 Januari 2025, dari <https://www.kibrispdr.org/detail-5/logo-erigo-hd.html>.

Kotler, P., & Keller. K. (2014). *Marketing Management* (15th ed.,). Prentice Hall, Saddle River

Kotler, P., & Keller, K. L. (2016). *Marketing Management*. 15th ed. Boston: Pearson Education

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>

Kuncoro, M. (2013). *Metode Riset untuk Bisnis & Ekonomi*. Jakarta: Penerbit Erlangga.

Kurniah, & Awaluddin. (2022). Pengaruh Pengalaman Dan Nilai Pelanggan Terhadap Loyalitas Melalui Kepuasan Sebagai Variabel Intervening Pada Pelanggan Scarlett Whitening Di Kota Makassar. *Study of Scientific and Behavioral Management (SSBM)*, 3(2), 21–31.

Kusuma, D. I. P. (2020). Pengaruh Kualitas Produk, Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan. *Jurnal Ilmu Dan Riset Manajemen*, 9(10), 1–20.

- Lestari, M. A. (2022). PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK LOKAL ERIGO ” (Studi Pada Mahasiswa FEB UNISMA Angkatan 2018-2019 Pengguna Shopee). In *Repository.Unisma.Ac.Id*. Universitas Islam Malang.
- Liu, X., & Kao, Z. (2021). Research on influencing factors of customer satisfaction of e-commerce of characteristic agricultural products. *Procedia Computer Science*, 199, 1505–1512. <https://doi.org/10.1016/j.procs.2022.01.192>
- Mahsyar, S., & Surapati, U. (2020). EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AND LOYALTY. *International Journal of Economics, Business and Accounting Research (IJEBAR) Peer Reviewed International Journal*, 4. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Masnun, S., Makhdalena, & Syabrus, H. (2024). Pengaruh Kualitas Produk Terhadap Kepuasan Konsumen. *Jurnal Ilmiah Ilmu Pendidikan*, 3736-3740.
- Pei, X. L., Guo, J. N., Wu, T. J., Zhou, W. X., & Yeh, S. P. (2020). Does the effect of customer experience on customer satisfaction create a sustainable competitive advantage? A comparative study of different shopping situations. *Sustainability (Switzerland)*, 12(18), 1–19. <https://doi.org/10.3390/SU12187436>
- Pires, P. B., Prisco, M., Delgado, C., & Santos, J. D. (2024). A Conceptual Approach to Understanding the Customer Experience in E-Commerce: An Empirical Study. *J. Theor. Appl. Electron. Commer. Res*, 19(3), 1943-1983, <https://doi.org/10.3390/jtaer19030096>
- Prastiwi, E. S., & Rivai, A. R. (2022). Pengaruh Kualitas Produk, Citra Merek, dan Persepsi Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan. *SEIKO: Journal of Management & Business*, 5(1), 244–256. <https://doi.org/10.37531/sejaman.v5i1.1556>
- Rizky, M. E., & Hariasih, M. H. (2023). Consumer Loyalty: Brand Perception, Trust, Product Quality, and the Mediating Role of Customer Satisfaction. *Academia Open*, 9(2). <https://doi.org/10.21070/acopen.9.2024.5562>
- 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(1), 33–44. <https://doi.org/10.51703/bm.v2i2.28>
- Saridewi, D. O., & Nugroho, R. H. (2022). Pengaruh Citra Merek, Harga, Dan

Kualitas Produk Terhadap Loyalitas Melalui Kepuasan Konsumen Sebagai Variabel Intervening. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 4(6), 1722–1738. <https://doi.org/10.47467/alkharaj.v4i6.1072>

Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>

Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.

Sugiyono. (2015). *Metode Penelitian Manajemen*. Bandung: Alfabeta.

Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta,cv.

Sukmawati, I., & Massie, J. D. D. (2015). PENGARUH KUALITAS PELAYANAN DIMEDIASI KEPUASAN PELANGGAN DAN KEPERCAYAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA PT AIR MANADO. *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(3), 608-743. <https://doi.org/10.35794/emba.3.3.2015.9573>

Sumadi, S., Tho'in, M., Efendi, T. F., & Permatasari, D. (2021). Pengaruh Strategi Pemasaran Syariah, Kepuasan Konsumen, dan Kepercayaan Konsumen Terhadap Loyalitas Konsumen (Studi Kasus Pada Naughti Hijab Store). *Jurnal Ilmiah Ekonomi Islam*, 7(2), 1117–1127. <https://doi.org/10.29040/jiei.v7i2.2562>

Supriyadi, S., Wiyani, W., & Nugraha, G. I. K. (2017). Pengaruh Kualitas Produk Dan Brand Image Terhadap Keputusan Pembelian. *Jurnal Bisnis Dan Manajemen*, 4(1), 74–85. <https://doi.org/10.26905/jbm.v4i1.1714>

Surawiguna, T. J. (2010). 'Makalah E-commerce' Jurusan Sistem Informasi STMIK Amikom. Halaman 5-15. Yogyakarta.

Susetyawati, Indira; Pradiani, Theresia; Rahman, A. (2023). PENGARUH KUALITAS LAYANAN DAN CITRA MEREK, TERHADAP LOYALITAS MELALUI KEPUASAN PELANGGAN PADA MIRACLE AESTHETIC CLINIC MALANG. *JUBIS*, 4(2), 1–22.

- Syariful, M., & Untung, S. (2020). Effect of Service Quality and Product Quality on Customer. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(1), 204–211.
- Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(16), e36254. <https://doi.org/10.1016/j.heliyon.2024.e36254>
- Tjiptono, Fandy. (2012). *Pemasaran Strategik*. Yogyakarta: Andi OFFSET
- Tjiptono, F., & Diana, A. (2020). *Marketing Strategy and Management*. Yogyakarta: Andi Publisher.
- Udayana, I. B. N., Cahya, A. D., & Kristiani, F. A. (2022). PENGARUH CUSTOMER EXPERIENCE DAN SERVICE QUALITY TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi pada The Praja Coffee & Resto). *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 5(1), 173–179. <https://doi.org/10.37481/sjr.v5i1.449>
- Wang, X. (2010). Experience is the intrinsic to certain stimuli, refers to the enterprise provide consumption situation, customers and enterprise's products, services and other things in the process of interaction of perception and affective reactions, different feelings. *International Journal of Innovative Management*, 1(1), 97–109.
- Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability (Switzerland)*, 13(1), 1–18. <https://doi.org/10.3390/su13010189>
- Wibowo, K. P. (2020). LOYALITAS PELANGGAN RESTORAN KOREA. *UG JURNAL*, 14(07), 26–34. <https://ejournal.gunadarma.ac.id/index.php/ugjournal/article/view/4959>
- Wijaya, B. K. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5(31), 55-65. <https://doi.org/10.13140/ejbm.2013.55.65>
- Yamit, Z. (2017). *Manajemen kualitas produk dan jasa*. Yogyakarta: Ekonisia.
- Yosephine Simanjuntak, D. C., & Purba, P. Y. (2020). Peran Mediasi Customer Satisfaction dalam Customer Experience Dan Loyalitas Pelanggan. *Jurnal Bisnis Dan Manajemen*, 7(2), 171–184. <https://doi.org/10.26905/jbm.v7i2.4795>

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31-46. <https://doi.org/10.1177/002224299606000203>

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill