

## DAFTAR PUSTAKA

- Al-Haqam, R. F., & Hamali, A. Y. (2016). The Influence of Service Quality toward Customer Loyalty: A Case Study at Alfamart Abdurahman Saleh Bandung. *Binus Business Review*, 7(2), 203. <https://doi.org/10.21512/bbr.v7i2.1686>
- Alam, M. M. D., & Noor, N. A. M. (2020). The Relationship Between Service Quality, Corporate Image, and Customer Loyalty of Generation Y: An Application of S-O-R Paradigm in the Context of Superstores in Bangladesh. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020924405>
- Aleem, S. A., & Ahmed, P. B. (2018). Impact of experiential marketing on customer satisfaction of nike. *International Journal of Advanced Scientific Research and Management*, 3(12), 98–103.
- Biscaia, A. R., Rosa, M. J., Moura e Sá, P., & Sarrico, C. S. (2017). Assessing customer satisfaction and loyalty in the retail sector. *International Journal of Quality and Reliability Management*, 34(9), 1508–1529. <https://doi.org/10.1108/IJQRM-03-2015-0039>
- Çerri, S. (2012). Exploring the Relationships among Service Quality, Satisfaction, Trust and Store Loyalty among Retail Customers. *Journal of Competitiveness*, 4(4), 16–35. <https://doi.org/10.7441/joc.2012.04.02>
- Chang, T. Z., & Chen, S. J. (1998). Market orientation, service quality and business profitability: A conceptual model and empirical evidence. *Journal of Services Marketing*, 12(4), 246–264. <https://doi.org/10.1108/08876049810226937>
- Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115–1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- De Wulf, K., & Odekerken-Schröder, G. (2003). Assessing the impact of a retailer's relationship efforts on consumer's attitudes and behavior. *Journal of Retailing and Consumer Services*, 10(2), 95–108. [https://doi.org/10.1016/S0969-6989\(02\)00013-9](https://doi.org/10.1016/S0969-6989(02)00013-9)
- Devindiani, E., & Wibowo, L. A. (2016). Pengaruh Experiential Marketing Terhadap Customer Satisfaction Serta Dampaknya Pada Customer Loyalty (Survei pada Pengguna Smartphone di Komunitas Online Apple dan Samsung Regional Bandung). *Journal of Business Management Education (JBME)*, 1(1), 149–159. <https://doi.org/10.17509/jbme.v1i1.2284>
- Diallo, M. F., Diop-Sall, F., Djelassi, S., & Godefroit-Winkel, D. (2018). How Shopping Mall Service Quality Affects Customer Loyalty Across Developing Countries: The Moderation of the Cultural Context. *Journal of*

- International Marketing*, 26(4), 69–84.  
<https://doi.org/10.1177/1069031X18807473>
- Dimiyati, M., & Subagio, N. A. (2019). Improving customer loyalty based on relationship and service quality on networked store customer. *International Journal of Scientific and Technology Research*, 8(3), 74–79.
- Estikowati, Astuti, W., & Respati, H. (2020). The Influence of Experiential Marketing and Relationship Marketing on Hotel Customer Loyalty. *East African Scholars Journal of Economics, Business and Management*, 3(9), 723–730. <https://doi.org/10.36349/easjebm.2020.v03i09.003>
- Evan, & Lindsay. (2000). *Membangun Kepuasan*. Jakarta: Rineka Cipta.
- Fan, Y., Kou, J., & Liu, J. (2020). Research on the influencing factors of customer loyalty in offline supermarket under new retail model. *ACM International Conference Proceeding Series*, 216–220. <https://doi.org/10.1145/3380625.3380632>
- Ferdinand, A. (2014). *Structural Equation Modeling dalam Penelitian Manajemen : Aplikasi Model-Model Rumit dalam Penelitian untuk Tesis Megister dan Disertasi Doktor*. (Edisi 5). Semarang: Badan Penerbit Universitas Diponegoro.
- Fernanda, R. (2018). the Effect of Experiential Marketing and Retail Marketing. *Jurnal Buletin Studi Ekonomi*, 23(2), 241–251.
- Ferreira, P., Rodrigues, P., & Rodrigues, P. (2019). Brand Love as Mediator of the Brand Experience-Satisfaction-Loyalty Relationship in a Retail Fashion Brand. *Management and Marketing*, 14(3), 278–291. <https://doi.org/10.2478/mmcks-2019-0020>
- Fikri, S., Wiyani, W., & Suwandaru, A. (2016). Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Mahasiswa (Studi pada Mahasiswa Strata I Fakultas Ilmu Sosial dan Ilmu Politik Universitas Merdeka Malang). *Jurnal Bisnis Dan Manajemen*, 3(1), 122.
- Ghozali, I. (2018). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 (7th ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Giese, J., & Cote, J. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 2000(1), 1.
- Griffin, J. (2005). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.
- Hair, J. F., Black, W. C., Babin, B. J., & Andreson, R. E. (2010). *Multivariate Data Analysis (7th Ed(ed)) (7th ed.)*. Pearson Education Limited.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–

1800. <https://doi.org/10.1108/03090560310495456>

- Hunt, H. K. (1977). *Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*. Cambridge: MA : Marketing Science Institute.
- Husnain, M., & Akhtar, M. W. (2016). Relationship Marketing and Customer Loyalty : Evidence from Banking Sector in Pakistan. *Global Journal of Management And ...*, 15(10).
- Jannah, E. N., Sudaryanto, & Wulandari, G. A. (2018). *Pengaruh Kualitas Layanan Dan Brand Image Terhadap Loyalitas Melalui Kepuasan Pelanggan Matahari Department Store Di Jember*. 339–350. Retrieved from <http://www.matahari.co.id/>
- Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, 59(9), 974–981. <https://doi.org/10.1016/j.jbusres.2006.03.006>
- Karuniatama, I. H., Barata, D. D., & Suyoto, Y. T. (2020). Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Ritel Di Indonesia. *Widyakala: Journal of Pembangunan Jaya University*, 7(1), 28. <https://doi.org/10.36262/widyakala.v7i1.277>
- Kim, M. K., Park, M. C., & Jeong, D. H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. *Telecommunications Policy*, 28(2), 145–159. <https://doi.org/10.1016/j.telpol.2003.12.003>
- Kim, W. G., Li, J. J., & Brymer, R. A. (2016). The impact of social media reviews on restaurant performance: The moderating role of excellence certificate. *International Journal of Hospitality Management*, 55, 41–51. <https://doi.org/10.1016/j.ijhm.2016.03.001>
- Kotler, P., & Keller, K. L. (2013). *Marketing Management* (Fourteen). England Pearson Education Limited.
- Liang, C. C. (2019). Solo economy in Taiwan: a quality study of click-and-mortar malls. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-05-2018-0188>
- Mafini, C., & Dhurup, M. (2015). Drivers of customer loyalty in south african retail stores. *Journal of Applied Business Research*, 31(4), 1295–1310. <https://doi.org/10.19030/jabr.v31i4.9317>
- Maftuchah, V., Ghofir, Ade, S., & Riftingasari, D. (2019). Consumer Satisfaction Online Ojek Services in Indonesia :Effect of Service Quality and Customer Value. *Archives of Business Research*, 7(12), 116–125. <https://doi.org/10.14738/abr.712.7505>
- Maimunah, S. (2019). Pengaruh kualitas pelayanan, persepsi harga, cita rasa

- terhadap kepuasan konsumen dan loyalitas konsumen. *Pengaruh Kualitas Pelayanan, Persepsi Harga, Cita Rasa Terhadap Kepuasan Konsumen Dan Loyalitas Konsumen*, 1(2), 57–68.
- Milman, A., & Tasci, A. D. A. (2018). Exploring the experiential and sociodemographic drivers of satisfaction and loyalty in the theme park context. *Journal of Destination Marketing and Management*, 8(January), 385–395. <https://doi.org/10.1016/j.jdmm.2017.06.005>
- Muhammad, M., & Artanti, Y. (2016). the Impact of Experiential Marketing on Word of Mouth With Customer Satisfaction As a Intervening Variable. *Jurnal Dinamika Manajemen*, 7(2), 182–190. <https://doi.org/10.15294/jdm.v7i2.8201>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(SUPPL.), 33–44. <https://doi.org/10.2307/1252099>
- Öztürk, R. (2015). Exploring the Relationships between Experiential Marketing, Customer Satisfaction and Customer Loyalty: An Empirical Examination in Konya. *International Journal of Social, Behavioral, Educational, Economic and Management Engineering*, 9(8), 2485–2488. Retrieved from [www.citeulike.org/user/tilljwinkler/article/10083551](http://www.citeulike.org/user/tilljwinkler/article/10083551).
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41. <https://doi.org/10.2307/1251430>
- Parasuraman, & Zeithaml, V. A. (1988). *SERVQUAL : A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*. Cambridge: The Marketing Science Institute.
- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: An empirical examination. In *International Journal of Service Industry Management* (Vol. 8). <https://doi.org/10.1108/09564239710189835>
- Picón, A., Castro, I., & Roldán, J. L. (2014). The relationship between satisfaction and loyalty: A mediator analysis. *Journal of Business Research*, 67(5), 746–751. <https://doi.org/10.1016/j.jbusres.2013.11.038>
- Prakash, N., Somasundaram, R., & Krishnamoorthy, V. (2018). An empirical study on apparel retail service quality and its impact on customer loyalty in specialty store. *International Journal of Services and Operations Management*, 30(4), 505–519. <https://doi.org/10.1504/IJSOM.2018.093515>
- Schmitt, B. (1999). Experiential Marketing. *Jurnal Manajemen Pemasaran*, 37–41.
- Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. In *Review of Marketing Research* (Vol. 10). [https://doi.org/10.1108/S1548-6435\(2013\)0000010006](https://doi.org/10.1108/S1548-6435(2013)0000010006)

- Sekaran, U. (2017). *Metode Penelitian Untuk Bisnis Pendekatan Pengembangan Keahlian* (Edisi 6). Jakarta: Salemba Empat.
- Sembiring, I. J. (2014). *Kepuasan Pelanggan Dalam Membentuk Loyalitas Pelanggan. vol.15 No(1)*, 1–10.
- Setyorini, R., & Nugraha, R. P. (2016). The Effect of Trust Towards Online Repurchase Intention With Perceived Usefulness As An Intervening Variable: A Study on KASKUS Marketplace Customers. *The Asian Journal of Technology Management*, 9(1), 1–7.
- Shah, I. A., Rajper, Z. A., Ghumro, I. A., & Mahar, S. W. (2019). Experiential value mediates relationship between Experiential Marketing and Customer Satisfaction. *Sukkur IBA Journal of Management and Business*, 5(2), 45. <https://doi.org/10.30537/sijmb.v5i2.315>
- Shi, Y., Prentice, C., & He, W. (2014). International Journal of Hospitality Management Linking service quality , customer satisfaction and loyalty in casinos , does membership matter? *International Journal of Hospitality Management*, 40, 81–91. <https://doi.org/10.1016/j.ijhm.2014.03.013>
- Slack, N. J., & Singh, G. (2020). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction: Supermarkets in Fiji. *TQM Journal*, 32(3), 543–558. <https://doi.org/10.1108/TQM-07-2019-0187>
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of Marketing*, 60(3), 15–32. <https://doi.org/10.2307/1251839>
- Srivastava, M., & Rai, A. K. (2018). Mechanics of engendering customer loyalty: A conceptual framework. *IIMB Management Review*, 30(3), 207–218. <https://doi.org/10.1016/j.iimb.2018.05.002>
- Stafford, M. R., Prybutok, V., Wells, B. P., & Kappelman, L. (2011). Assessing The Fit And Stability Of Alternative Measures Of Service Quality. *Journal of Applied Business Research (JABR)*, 15(2), 13. <https://doi.org/10.19030/jabr.v15i2.5676>
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Suyanto, M. (2007). *Marketing Strategi Top Brand Indonesia*. Yogyakarta: CV. Andi Offset.
- Tjiptono, F. (2008). *Strategi Pemasaran Edisi 3*. Yogyakarta: Andi.
- Wu, M.-Y., & Tseng, L.-H. (2015). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management*, 10(1), 104–114. <https://doi.org/10.5539/ijbm.v10n1p104>

- Yacob, Syahmardi, E., Rosita, S., Alhadey, H., & Mohameed, A. (2016). The Effect of Experiential Marketing on Customer's Brand Loyalty in Modern Retail Business: A Case Study of Jambi City in Indonesia. *International Journal of Management Sciences and Business Research ISSN*, 5(1), 2226–8235. Retrieved from <http://www.ijmsbr.com>
- Yarimoglu, E. K. (2014). A Review on Dimensions of Service Quality Models. *Journal of Marketing Management*, 2(2), 79–93.
- 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. <https://doi.org/10.21002/amj.v4i1.2030>