

DAFTAR PUSTAKA

- A. Parasuraman, L. B. (1991). Perceived Service Quality As A Customer-Based Performance Measure: An Empirical Examination Of Organizational Barriers Using An Extended Service Quality Model. *Human Resource Management* 30 (3) , 335-364.
- Anggie, C. (2011). Analysis The Effect Of Olfactory, Approach Behavior, And Experiential Marketing Toward Purchase Intention. *Gajah Mada International Journal of Business* Vol 13, No. 1 , 85 - 101.
- Cekindo in corp. (2020). Registrasi kosmetik di indonesia: cekindo.com/id/layanan/registrasi-kosmetik-indonesia
- Cekindo. (2020). Pertumbuhan Industri Makeup di Indonesia. Cekindo.
- Cristine Vallaster, L. D. (2005). Internationalisation Of Services Brands: The Role Of Leadership During The Internal Brand Buliding Process. *Journal of marketing managment* 21 (1-2) , 181-203.
- Databoks. (2020). Konsumen Indonesia Lebih Suka Merek Kosmetik Global: <https://databoks.katadata.co.id/datapublish/2020/11/17/konsumen-indonesia-lebih-suka-merek-kosmetik-global>
- Databooks. (2020). Grafik Konsumen Indonesia Yang Menyukai Kosmetik Global Dan Lokal:<https://databoks.katadata.co.id/datapublish/2020/11/17/konsumen-indonesia-yang-menyukai-kosmetik-global-dan-lokal>
- Ferdinand, A. (2006). Metodologi Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.
- García, J. A. (2018). The Effect Of Online And Offline Experiential Marketing On Brand Equity In The Hotel Sector. *Spanish Journal of Marketing - ESIC* , 1-21.
- Ghozali, I. (2014). *Model Persamaan Struktual Konsep dan Aplikasi dengan Program Amos 22.0*. Semarang: Ghozali, Imam. 2014. Model Persamaan Struktual Kontruksi Badan Penerbit Universitas Diponegoro.

- Hadisumarto, P. A. (2012). The Study Of Relationship Among Experiential Marketing, Service Quality, Customer Satisfaction, And Customer Loyalty. *Asean Marketing Journal* , 37-46.
- Hellier, P. G. (2003). Customer Repurchase Intention: A general Structure Equation Model. *European Journal of Marketing*, 37(11/12) , 1762–1800.
- Hui, C. Y. (2009). Salespersons' Service Quality And Customer Loyalty In Fashion Chain Stores: A Study In Hongkong Retail Stores . *Fashion Marketing and Management Vol 13, No.1* , 98-108.
- Hutama, C. L. (2014). Analysis Of The Effect Dining Experience To Behavioral Intention With Customer Satisfaction As Variabel Intervening (studi kasus: domicile kitchen and lounge). *Jurnal Strategi Pemasaran 2 (1)* , 1-8.
- Ilham Akbar, W. H. (2005). Analysis The Effect Of Service Quality And Price Perception On Customer Loyalty With Customer Satisfaction Variables As Intervening Variables. *Department of management faculty of economics* , 1-6.
- Kustini, N. I. (2011). Eperiential Marketing, Emotional Branding, And Brand Trust And Their Effect On LoyaltyHonda motorcycle Product. *Journal of Economics, Business and Accountancy Ventura* , 19 – 28.
- Liu, H. H. (2009). The Impact Of Brand Equity On Brand Preference. *The Service Industries Journal* , 12-29.
- L'OREAL. (2020).Wikipedia.org: <https://id.m.wikipedia.org/>
- L'OREAL. (2020). L'oreal Indonesia: <https://www.loreal.com/id-id/indonesia/>
- Md. Anisul Islam, M. K. (2012). Service quality, Customer Satisfaction AndCustomer Loyalty.*Journal OfEmerald Insight* , 213-224.

- Monica M Suwandi, L. M. (2015). The Influence Of Brand Image, Price, Service Quality And Facilities On Customer Satisfaction At Aston Hotel Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* 3 (2) , 605-615.
- N.Astami. (2012). Analisis Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen The Plaza Semanggi. *Jurnal Kompetitif Bisnis Volume 1, Nomor 5* , 268-280.
- N.Aufa Nadya, S. Y. (2018). Model Of Customer Reintention: A Perspective Of Experiential Marketing And Customer Satisfaction. *JOURNAL OF BUSINESS STUDIES AND MANAGEMENT REVIEW* 2 (1) , 59-65.
- O’Cass, A. &. (2001). The Influence Of Brand Associations On Brand Preference And Purchase Intention. *Journal of International Consumer Marketing* 14(2/3) , 41–71.
- Paul CS Wu, Y.-C. W. (2011). The Influences Of Electronic Word-Of-Mouch Message Appeal And Message Source Credibility On Brand Attitude. *Asia Pasific Journal of Marketing and Logistics Vol. 23 No.4* , 448-472.
- Puspitasari, D. (2006). Analisis Pengaruh Persepsi Kualitas dan Kepuasan Terhadap Minat Beli (Studi kasus pada maskapai penerbangan garuda keberangkatan semarang). *E-prients Undip*.
- Rezha A.Berliansyah, A. S. (2018). The Influence Of Food And Beverage Quality, Service Quality, Place, And Perceived Price To Customer Satisfaction And Repurchase Intention. *Journal of Research in Management* 1 (1) , 28-37.
- Riski Taufik Hidayah, E. M. (2010). E-Service Quality And Recovery Service Quality On Satisfaction Lazada.Com. *JRMSI-Jurnal Riset Manajemen Sains Indonesia* , 258-274.
- Sanusi, A. (2019). *Metodologi Penelitian Bisnis*. SALEMBA EMPAT.
- Schmitt, B. H. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1) , 53-67.

- Sobel Calculator. (2021). *Sobel Calculator*.
<https://www.danielsoper.com/statcalc/calculator.aspx?id=31>)
- Supiandi, G. (2005). Effect Of Product Development And Product Quality On Customer Satisfaction In Superior Gelora Light in West Jakarta. *Jurnal Ilmiah Manajemen Vol 9 (1)* , 116-124.
- Susanti, E. (2020). Pengaruh Citra Merek dan Kualitas Pelayanan Terhadap Minat Beli Pada Toko Prima Fresh Mart. *E-Journal Widya Ekonomi 2 (1)* , 46-54.
- Syuhada, M. (2017). Pengaruh Experiential Marketing Terhadap Brand Awareness Serta Dampaknya Pada Minat Beli (Studi Pada Produk Smartphone Samsung Electronic Indonesia). *E-Journal JOM Vol.4 No.1* , 1-10.
- Top Brand Awards. (2020). Top Brand Award Kosmetik Pada Tahun 2020:
<https://www.topbrand-award.com/>
- Valarie A Zeithaml, A. P. (1990). Delivering Quality Service: Balancing Customer Perceptions And Expectations. *Journal Of Business And Economics* , 1- 229.
- Wasilatun Nimah, I. E. (2010). The Influence Of Service To Customer Satisfaction In Dirja Hotel. *Journal of Research in Business, Economics, and Education 1 (2)* .
- Widas. (2020). *L'oreal statistika*. (L'oreal Paris). Global Cosmetic Market By Product Category: <https://pertumbuhan-pasar-kosmetik-secara-global-loreal-statistika-2020>
- Widjaja, A. (2018). Impact Of Online To Offline (O2O) Commerce Service Quality And Brand Image On Customer Satisfaction And Repeat Purchase Intention. *International Journal of Advanced Engineering, Management and Science 4 (3)* , 163-170.
- Wijaya, S. L. (2017). Pengaruh Kesadaran Merek Dan Persepsi Kualitas Terhadap Minat Beli. *STIE Ekuitas* .

Yohana. (2019). *Yonulis.com*. Grafik Penghasilan, Pendapatan Bersih, Dan Margin Laba L'OREAL Indonesia: [https://yonulis.com/bisnis/pertarungan-industri- kosmetik/](https://yonulis.com/bisnis/pertarungan-industri-kosmetik/)

Zahir Osman, I. S. (2013). Mediating Effect Of Customer Satisfaction On Service Quality And Customer Loyalty Relationship In Malaysian rural tourism. *International Journal of Economics Business and Management Studies* 2 (1) , 25-37.